

**Attach To Contract Document**

**New York City Department of Transportation  
Executive Office**

**REQUEST FOR PROPOSALS**

**FOR**

**TO PROVIDE A  
STANDARDIZED PEDESTRIAN WAYFINDING SYSTEM  
IN THE CITY OF NEW YORK  
P.I.N. 84111MBAD072  
E-PIN: 84111M0001**

**Addendum No. 2  
July 26, 2011**

**This Addendum Is Hereby Made Part of the Contract Documents**

**NOTE:**

**Attached please find:**

1. Addendum No. 2 – Notice to Proposers
2. Questions & Answers (Pre-Proposal Conference)
3. Revised Section III of the RFP ..... (Pages 10R1-11R1)
4. Revised Section IV of the RFP ..... (Page 20R1)
5. Revised Section IV of the RFP ..... (Page 22R1)
6. Revised Section V of the RFP ..... (Page 24R1)
7. Revised Section VIID (Forms 4T1R1, 4T2R1, 4T2aR1) of the RFP(Pages 86R1 – 88R1)
8. Power Point Presentation (Pre-Proposal Conference)
9. Sign-In Sheets (Pre-Proposal Conference)
10. Acknowledgement Receipt

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**NOTICE TO PROPOSERS**

1. **The prime consultant is responsible for 51% or more of the total value of the contract of the work that is proposed on at this point (Tasks 1, 3, 4, and 6).**
2. **The DBE Goal applies to subcontracted work only and has been revised from 18% to 11%. The DBE Goal may apply to all subcontracted work in the following stages:**
  - a. **Initially Tasks 1, 3, 4, and 6;**
  - b. **Task 2 upon negotiation of the scope of the task between NYCDOT and the Contractor; and**
  - c. **Tasks 5, 7, 8 and 9 dependent upon NYCDOT's decision to either fabricate the Wayfinding Elements in house or solicit vendors by RFP process (please review Task 5 on page 12 of the RFP).**

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**REFER TO:** REQUEST FOR PROPOSALS, SECTION III – SCOPE OF SERVICES (Page 10)

DELETE Task 2: Mobile and Online Interface (Page 10-11) in its ENTIRETY And

**REPLACE:** **With the Revised Task 2: Mobile and Online Interface (Page 10R1-Page 11R1, Attached)**

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**REFER TO:** REQUEST FOR PROPOSALS, SECTION IV – FORMAT AND CONTENT OF THE PROPOSAL (Page 20)

DELETE Part C: Price Proposal (Page 20) in its ENTIRETY And

**REPLACE:** **With the Revised Part C: Price Proposal (Page 20R1, Attached)**

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**REFER TO:** REQUEST FOR PROPOSALS, SECTION IV – PROPOSAL PACKAGES CONTENTS (Checklist) (Page 22)

DELETE the Part E: (Page 22) in its ENTIRETY And

**REPLACE:** **With the Revised Part E: (Page 22R1, Attached)**

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NOTICE TO PROPOSERS

REFER TO: REQUEST FOR PROPOSALS, SECTION V. – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES (Page 24)

DELETE the SECTION V.D - Exclusion From Participation In Subsequent Solicitations (Page 24) in its ENTIRETY And

REPLACE: **With the Revised SECTION V.D – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES (Page 24R1, Attached)**

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REFER TO: REQUEST FOR PROPOSALS, SECTION VII.D – (FORMS 4T1,4T2, 4T2A)

DELETE the SECTION VII.D – (FORMS 4T1,4T2, 4T2A) in its ENTIRETY And

REPLACE: **With the Revised VII.D – (FORMS 4T1R1, 4T2R1, 4T2AR1, Attached)**

## Questions & Answers

- A1: I was wondering if there was any way we could get a digital copy of the PowerPoint presentation from the pre-proposal conference. Also, do you know when we could expect the list of vendors & their companies that were there yesterday to be sent out?
- A1: Digital copy of the PowerPoint Presentation and Sign-in Sheets from Pre-Proposal Conference are attached.**
- A2: When will NYC NYCDOT provide answers to bidder questions?
- A2: All questions received on or before July 12, 2011 are included here.**
- A3: In light of all the questions, will you extend the proposal submission deadline?
- A3: The deadline has been extended to August 17, 2011**
- Q4: I was researching best practices regarding certain aspects of wayfinding in NYC, and I was wondering if the report you mentioned, "I Walk NY, A Plan for Wayfinding in NYC" was available, and if so, where could I find it?
- A5: Please refer to RFP Section II A. Please send your contact information to [wayfinding@dot.nyc.gov](mailto:wayfinding@dot.nyc.gov) or (212) 839-9297.**
- Q6: We have been forwarded the Request for Proposals to Provide a Standardized Wayfinding System in the City of New York, and would like to submit a response. I would be the partner in charge of this project. My other partner is a member of the NYC Public Design Commission. Would this represent a conflict of interest?
- A6: Such a firm may submit a proposal on condition that the partner, who is a member of the NYC Public Design Commission, recuses himself/herself in reviewing any related products or materials, and the firm represents that the partner will not be work on the project. In addition, NYCDOT will require a signed letter from the firm expressly recusing the partner member in reviewing any related products or materials, and representing that s/he will not be working on the proposal/project. Such a letter should be addressed to Nancy Carolan, Agency Chief Contracting Officer, NYCDOT (Attention: Junaid Syed, P.E.).**
- Q7: On the Wayfinding Proposal recently advertised, Does the prime consultant on this project need to be a licensed to perform engineering within the state of New York? Or can graphics firm take the lead even though contract plans need to be developed and thus, signed by a PE?
- A7: A graphics firm can be the prime Consultant.**
- Q8: We are assembling a team for this project. Are not-for-profit firms permitted to be team members?
- A8: Non-profits can be team members**
- Q9: Is an estimator required as part of the core team?
- A9: It is not required but NYCDOT would like to hear from proposers as to whether it is necessary.**

Q10: I am writing to ask whether a proposal for the NYC Wayfinding system can be submitted even if a letter for invitation for proposal has not been given to us.

**A10: This is an open competitive procurement and all qualified vendors are encouraged to participate and submit their proposals, whether or not they received solicitation invitation from NYCDOT. Please note that if you have not downloaded the RFP from NYCDOT's website or picked it up from our window at 55 Water Street, you will not be placed on our plan holders list and will not receive any addenda from us. All addenda are posted on line.**

### **DBE**

Q11: Does all of the 18% have to go to a subcontractor(s)? Our firm is a certified DBE, and as the prime Contractor, we would be responsible for more than 18% of the contracted fees. We will also have a DBE subcontractor on our team, but would not need this firm to handle as much as 18% of the total fee. Can we assume -- or appeal -- that our firms' combined participation would fulfill the federal set-aside requirement?

**A11: As stated in the above amendment to the RFP, the DBE goal for subcontractors has been revised to 11%. A prime Consultant's DBE status is not relevant to such a subcontracting DBE goal.**

Q12: If I understood right in the meeting ONLY the subs can count toward the DBE goal, it does not matter whether the prime is DBE at all. Is that right? It seems counterintuitive.

**A12: You are correct, the DBE goal is for subcontracting work, if any, performed by subcontractors during the contract term. This is a federal requirement.**

Q13: Would a New York W/MBE certified subcontractor count towards the 18% utilization goal?

**A13: No. Only New York State certified DBEs would be counted towards the DBE goal. As stated in the above amendment, the DBE goal has been revised to 11%.**

Q14: If a subcontractor is DBE-certified in another state and the DBE-certification status is pending in New York State, can contractor still be qualified as DBE for this project?

**A14: No, a contractor must be certified at the time they are submitted as a DBE to meet the goal.**

Q15: Will proposal be completely disqualified if DBE-pending contractor is not NY-state certified at time of submission?

**A15: Yes, that is a possibility but NYCDOT will review consultant's request.**

Q16: What constitutes a good-faith effort?

**A16: Refer RFP Section VII F, subsection 25. DBE (pages 22 & 23)**

Q17: Can the 18% DBE requirement be fulfilled as a combination of the professional services and the manufacturing/construction services?

**A17: As stated in the above amendment to the RFP, the DBE goal has been revised to 11%. The DBE Goal may apply to all subcontracted work in the following stages:**

- a. **Initially Tasks 1, 3, 4, and 6;**
- b. **Task 2 upon negotiation of the scope of the task between NYCDOT and the Contractor; and**
- c. **Tasks 5, 7, 8 and 9 dependent upon NYCDOT's decision to either fabricate the Wayfinding Elements in house or solicit vendors by RFP process (please review Task 5 on page 12 of the RFP).**

Q18: Can the 18% DBE requirement be fulfilled as a combination of DBE, MBE, and WBE professional services?

**A18: As stated in the above amendment to the RFP, the DBE goal has been revised to 11%. The DBE goal cannot be fulfilled as a combination of DBE, MBE, and WBE professional services.**

Q19: Our present understanding of the revised contracting requirements is as follows:

51% of fee must go to prime contractor (of which 35% or less may be principal compensation) +  
18% to DBE subcontractor(s) +  
39% to other subcontractor(s) =  
100% of fee budget for Tasks 1-4 + 6

Please confirm or clarify if these are correct assumptions and under what circumstances there might be any exceptions.

**A19: The prime consultant is responsible for 51% or more of the total value of the contract of the work that is proposed on at this point (Tasks 1, 3, 4, and 6). The revised DBE Goal of 11% may apply to all subcontracted work in the following stages:**

- a. **Initially Tasks 1, 3, 4, and 6;**
- b. **Task 2 upon negotiation of the scope of the task between NYCDOT and the Contractor; and**
- c. **Tasks 5, 7, 8 and 9 dependent upon NYCDOT's decision to either fabricate the Wayfinding Elements in house or solicit vendors by RFP process (please review Task 5 on page 12 of the RFP).**

Q20: If a DBE subcontractor farms out some of its scope of work & budget to a non-DBE, does the sub-subcontracted work discount the set-aside? (For example, if a budget of 20% of the total professional services fees is allocated to a subcontracted DBE engineer, but they cannot complete all of the engineering tasks in-house, can they use their budget to hire a non-DBE engineer to fulfill those tasks?)

**A20: If a DBE subcontracts any portion of their work to a non-DBE subcontractor that portion will not be counted toward the goal. The DBE program is NOT as set-aside.**

Q21: Please indicate which DBE forms need to be submitted with the proposal.

**A21: Respondents should submit form DBE Utilization Goals for FTA Projects. They are also required to submit the Bidder's List form, both attached with this response. Respondents should submit form DBE Utilization Goals for FTA Projects. They are also required to submit the Bidder's List form, both attached with this response. The selected Consultant will also be required to complete the AAP-19c and AAP-89 forms.**

## Prime/Sub Roles

- Q22: Please confirm that 51% of the contract value must be held by the prime, as stated at the pre-bid conference. Also, confirm whether the 51% has to be just the professional services portion, or of the total value (professional services plus sign manufacturing/installation).
- A22: The prime Consultant is responsible for 51% or more of the total value of the contract of the work that is proposed on at this point (Tasks 1, 3, 4, and 6).**
- Q23: Can you confirm if it is a requirement for the Prime Consultant to undertake at least 51% of the work, or is a team based submission with a greater spread of inputs permissible (i.e no one partner, including the Prime Consultant providing more than 50% input?
- A23: The prime Consultant is responsible for 51% or more of the total value of the contract of the work that is proposed on at this point (Tasks 1, 3, 4, and 6).**
- Q24: Please confirm that the lead has to account for 51% of professional fees for Tasks 1 to 4 and 6. Sub consultants to account for remaining 49%.
- A24: The prime Consultant is responsible for 51% or more of the total value of the contract of the work that is proposed on at this point (Tasks 1, 3, 4, and 6).**

## ADA

- Q25: I did not notice anything within the proposal document that encouraged designers to offer a way to include blind and other disabled pedestrians within this wayfinding system. Can I assume that such encouragement is forthcoming? Are you making an attempt to develop a system that takes ADA compliance into consideration?
- A25: NYCDOT would prefer a System that is accessible to as many people as possible and, at a minimum, complies with all laws, rules and regulations, including but not limited to ADA compliance. We look forward to working with the selected Consultant on this issue.**

## Proposal Evaluation Committee

- Q26: Who comprises the committee that will be evaluating proposals: not individuals per se, but which NYCDOT departments will participate? Will there be representatives from any other NYC agencies? Representatives from the pilot areas? BIDs or other stakeholders? Please be specific regarding agencies and other entities involved, as well as job titles.
- A26: NYCDOT will fully comply with NYC Policy Procurement Board Rules when selecting members of the evaluation committee.**

## Approvals and Public Design Commission

- Q27: In the design decision-making/approvals process, who will comprise the design review committee and who (person/or team) ultimately will decide on wayfinding system's design, content, context, locations, imagery, etc.?
- A27: Designs will be approved by the NYCDOT and members of the Technical Advisory Committee, which is composed of representatives from each of the Phase One neighborhoods. In addition designs must be approved by the New York City Public Design Commission (PDC) and Landmarks Preservation Commission (LPC).**

Q28: Will the design team present to the Public Design Commission and Landmarks, or will NYCDOT be handling design approvals at this level?

**A28: The design team will present to the PDC and Landmarks and will be accompanied by NYCDOT.**

Q29: For the sake of obtaining bids on a consistent basis, please specify how many rounds of commission presentations/reviews to allow for in our budgets for preparation of presentations (materials and attendance, if applicable).

**A29: As many as necessary.**

## Task 1

Q30: Is the consultant responsible for translating materials for stakeholder meetings?

**A30: Yes. As per Subtask 1.3 meetings may require multi-lingual materials and presentations. Languages may include, but are not limited to, Cantonese, Mandarin, and Spanish.**

Q31: Please clarify who the local maintenance partners include?

**A31: 34<sup>th</sup> Street Partnership, Fashion Center BID, Chinatown Partnership, Long Island City Partnership, Heart of Brooklyn**

Q32: Are the ten TAC meetings over the 5-year contract period, or per year?

**A32: NYCDOT anticipates that the ten TAC meetings are to take place during the first two years of the contract.**

Q33: How many focus group sessions do you expect to occur in Long Island City? Please provide a minimum, if any, or confirm if you'd prefer that the consultant make a recommendation.

**A33: Yes, NYCDOT prefers recommendations from the proposers.**

Q34: Under Task 1.6a, have major trip generators been identified or is this list to be comprised by awarded consultant?

**A34: The Consultant will determine such major trip generators.**

Q35: Can you provide an estimate of time/input required for Subtask 1.18.?

**A35: As part of this task NYCDOT would like a base map to be created for New York City from which graphically attractive scale maps for wayfinding elements at individual project sites can be extracted. Proposers should estimate the amount of time involved.**

Q36: How many completed surveys in each of the four pilot neighborhoods are desired in Subtask 1.2?

**A36: NYCDOT believes there should be approximately 100 surveys conducted per neighborhood.**

Q37: Regarding task Subtask 1.3 translating materials for stakeholder meetings: What is the anticipated volume of materials (presentations etc.) that will require translation for the Stakeholder meetings? Will sample documents be provided for budgetary purposes?

**A37: Presentations, possibly a few handouts, and examples of wayfinding elements for discussion. DOT will not provide sample documents to Proposers.**

- Q38: There are many dialects for Spanish translation (US, Puerto Rican, Latin America, Universal, etc.). Can you provide a population breakdown of the target audience so the most appropriate dialect can be determined?
- A38: NYCDOT will not provide a population breakdown of the neighborhoods but expects that a Spanish translator should be sufficient for any Spanish-speaking community members.**
- Q39: What is the expected turnaround time for translation of documents in Subtask 1.3?
- A39: As necessary.**
- Q40: Subtask 1.4: How many focus groups are desired for LIC and how many languages?
- A40: NYCDOT requires recommendations from the proposers.**
- Q41: Re simultaneous interpretation/translation in Subtask 1.4. How many individuals will be participating in each focus group?
- A41: No more than 12.**
- Q42: Re simultaneous interpretation/translation in Subtask 1.4. What is the anticipated duration of each focus group?
- A42: Approximately 1-3 hours.**
- Q43: Re simultaneous interpretation/translation in Subtask 1.4. Will all the focus groups be held in New York City?
- A43: Yes.**
- Q44: Re: Subtask 1.12: The RFP asks that we stage the prototypes on the streets for 2 hours to assess usefulness to pedestrians. Does this include studying usability and functionality of the sign elements (type size, readability, legibility, heights, etc)? If so, we may need to allow more time for this effort. Please clarify expectations/objectives for the prototype testing effort.
- A44: The temporary Wayfinding Elements will be assessed to determine their usefulness to pedestrians. As they are not made of permanent materials they will not withstand certain on street conditions (for example inclement weather) if left unattended. Two hours was an *approximation* for outdoor tests, we are interested in hearing what proposers suggest. In addition, each neighborhood will display the temporary Wayfinding Elements in an indoor exhibition space for at least one month.**
- Q45: Subtask 1.12-1.13: Are detailed surveys required in addition to observations--please clarify?
- A45: NYCDOT would like to see detailed surveys to assess whether the Wayfinding Elements are effective. These surveys can be gathered both when the Wayfinding Elements are on display on the street and in the indoor exhibition spaces. NYCDOT believes there should be at least 100 surveys conducted per neighborhood. The mix of residents/workers/other survey respondents should be roughly the same as that used in the surveys in Task 1.2 to provide for the best before/after analysis.**

Q46: Please explain why Task 1 is "Final Design", which implies further development of an established schematic design. Does this mean that the designs shown in the publication *I Walk New York, A Plan for Pedestrian Wayfinding in NYC* are to be further developed in the Final Design effort? If not, why doesn't the RFP have a schematic or preliminary design phase, to provide for exploration of completely new design schemes?

**A46: Preliminary designs are submitted in Subtasks 1.7, 1.8, and 1.12. The Task is called "Final Design" because that is the end result of the entire Task 1. The designs shown in the *I Walk New York, A Plan for Pedestrian Wayfinding in NYC* plan are emphatically NOT draft designs for the final System and were merely for illustration purposes only.**

Q47: To what degree must the inventory and number of signage elements, the graphic appearance of signage elements, and the informational content of the signage elements as depicted in *I Walk New York, A Plan for Pedestrian Wayfinding in New York City* be followed and implemented by the successful bidder?

**A47: The designs shown in the *I Walk New York, A Plan for Pedestrian Wayfinding in NYC* are emphatically NOT preliminary designs for the final System. The elements contained in that report do not need to be followed by the selected Consultant. NYCDOT expects the selected Consultant to explore new design schemes.**

## **Task 2**

Q48: Can this task be treated as an Add Alternate?

**Please review the revised Task 2: Mobile and Online Interface (Page 10R1-Page 11R1, Attached)**

Q49: Subtask 2.1 Can you provide further details of the scope/options envisaged and your requirements to enable us to provide like for like price estimates?

**Please review the revised Task 2: Mobile and Online Interface (Page 10R1-Page 11R1, Attached)**

## **Task 3**

Q50: What can the NYCDOT (or other city agencies) provide to the Consultant in the way of live base maps (modifiable electronic files) and/or GIS data for the city and pilot neighborhood maps? Will NYCDOT make arrangements with DOITT for contractor to have licensed use of the official city GIS base maps?

**A50: Respondents are encouraged to access the NYC Data Mine at [www.nyc.gov/datamine](http://www.nyc.gov/datamine). NYCDOT believes that most shapefiles that would be necessary for this initiative are readily available through DOITT or through the Department of City Planning. NYCDOT can provide additional shapefiles as necessary. No such licenses would be necessary for the listed shapefiles.**

Q51: Does the NYCDOT see it as advantageous for the proposed solution to sync with the City GIS program regarding data and technical integration?

**A51: Yes.**

Q52: Within development of the wayfinding system is there a need for planned coordination with NYC MTA customer information (buses/subway/rail) within scope of the project?

**A52: Yes.**

Q53: Within development of the wayfinding system are there plans to update the map information at regular intervals? Should this contingency be part of the proposal?

**A53: Yes.**

Q54: What resources will be available from the NYCDOT which may assist during consulting, design and technology phases and which, without committing to anything, may be required to complete the project?

**A54: NYCDOT may assist in a limited capacity.**

Q55: Can we access without cost and within reasonable time any of the following services which the NYCDOT may employ or sub-contract: Surveying/mapping/geographic information regarded the initial zone of wayfinding implementation.

**A55: NYCDOT will provide GIS data as discussed in Answers Q50-Q52.**

Q56: Can we access without cost and within reasonable time any of the following services which the NYCDOT may employ or sub-contract: Civil/electrical/structural engineering resources at our disposal.

**A56: No**

Q57: Can we access without cost and within reasonable time any of the following services which the NYCDOT may employ or sub-contract: Market research/neighborhood statistics/tourist and residential traffic flows or conditions.

**A57: NYC and Company will share tourist information on any neighborhood for which it has data. NYCDOT will share traffic counts where applicable. However, the selected Consultant will be required to gather the vast majority of this data.**

Q58: Can we access without cost and within reasonable time any of the following services which the NYCDOT may employ or sub-contract: Consumer & Pedestrian data?

**A58: The selected Consultant shall assume the responsibility for the Task.**

Q59: Will we be able to push permits through on an expedited basis?

**A59: Yes.**

Q60. What existing partnerships (i.e. technology, engineering, architectural, etc.) between the NYCDOT and other service providers does the NYCDOT anticipate being involved in the project due to their present scope or contracts with the NYCDOT?

**A60: None.**

Q61. From a brand positioning standpoint does this initiative need to be associated with the NYC: One For Many or any other brand position campaigns?

**A61: The initiative should include the official NYC logo.**

Q62. Are there any current NYCDOT design or brand guidelines we need to be aware of?

**A62: At this time we do not believe there are any such requirements. However, all Wayfinding Elements shall require approval by PDC and the LPC.**

Q63: From a content standpoint what type of communication assets does the NYCDOT have of the proposed neighborhoods (video, photography, logos)

**A63: NYCDOT has shapefiles of the neighborhoods. Neighborhood partners may be able to provide more.**

Q64: What current digital platforms does the NYCDOT manage—web, social, mobile, outdoor?

**A64: NYCDOT manages its agency website ([nyc.gov/dot](http://nyc.gov/dot)) and offers a free iPhone app to help connect New Yorkers to their nearest livery service and public transit stops (You the Man app). We also manage our You The Man campaign website ([www.YouTheManNYC.org](http://www.YouTheManNYC.org)).**

**NYCDOT also manages the following social media accounts:**

**Facebook ([facebook.com/NYCDOT](https://facebook.com/NYCDOT))**

**Twitter ([twitter.com/NYC\\_NYCDOT](https://twitter.com/NYC_NYCDOT))**

**Flickr ([flickr.com/photos/nycstreets](https://flickr.com/photos/nycstreets))**

**Tumblr ([TheDailyPothole.tumblr.com](https://TheDailyPothole.tumblr.com))**

**YouTube ([youtube.com/NYCDOT](https://youtube.com/NYCDOT))**

Q65: The digital elements of the wayfinder system are upon information and belief impingements of Walter Iwachiw's patents. Licenses are not issued and NYC Vendors who attempted to install such digital infringements have removed those elements from the streets of NYC.

**A65: NYCDOT will not infringe upon any such patents or intellectual property rights of any third party.**

Q66: Will this RFP be modified into separate digital and non-digital elements?

**A66: No.**

Q67: Will NYC defend or assume responsibility for patent infringement or licensing?

**A67: NYCDOT will not infringe upon any such patents or intellectual property rights of any third party.**

Q68: Will NYC honor the patents of submitters as sole source providers?

**A68: Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the City. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the City.**

## **Task 5**

Q69: Is the consultant responsible for pre-qualifying bidders if NYCDOT opts to bid the fabrication/installation of neighborhood wayfinding elements?

**A69: The selected Consultant will send the RFP for fabrication and installation out to bid, assuming that NYCDOT does not elect to perform the work in house. The Consultant must then forward an RFP and receive at least three responses . NYCDOT will select the best qualified vendor.**

Q70: For the subsurface site review, what engineers are required for this task?

**A70: Structural.**

Q71: If the pilot program goes to bid, is the consultant responsible for drafting the shop drawings or will this be the responsibility of the awarded fabricator from the RFP process.

**A71: The awarded fabricator will be responsible for the shop drawings.**

Q72: If NYCDOT opts to fabricate and install, who will prepare shop drawings?

**A72: NYCDOT**

Q73: Permitting, who is responsible, the consultant or fabricator?

**A73: The installation company, which may be the same as the fabricator, is responsible for permitting.**

#### **Task 6**

Q74: What length of time is required for the monitoring period of the rest of the system in other neighborhoods?

**A74: We want to hear recommendations from the proposers.**

Q75: Please provide a preliminary description of your expectations and deliverables for task 6.1 and 6.2. Can you tell us what factors we should plan to monitor during this phase? Please define what monitoring services and tasks are to be performed, and any anticipated deliverables.

**A75: The Consultant will monitor the performance of the Wayfinding Elements in the field, assessing for both their physical condition (graffiti etc) and how the general public respond.**

Q76: Will there be assessments and reports in regard to the disabled populations required for the neighborhoods other than Long Island City?

**A76: No.**

### **Pricing**

Q77: Is it possible to get Forms 4T1, 4T2, and 4T2a as live electronic spreadsheet files?

**A77: No.**

Q78: Please provide detailed instructions for filling out Forms 4T1, 4T2, and 4T2a.

**A78: Please review the instructions on Forms 4T1, 4T2, and 4T2a of the RFP for detailed instructions.**

Q79: Text at the top of Forms 4T1, 4T2, and 4T2a indicates that they are to be completed for Task 1-6, but as stated at the pre-proposal meeting that professional services are Task 1-4 and 6. Task 5 is a contracting task, so do Forms 4T1, 4T2, and 4T2a need to be completed for Task 5, or for Tasks 7-9?

**A79: Forms 4T, 4T2, and 4T2a must only be prepared for Tasks 1, 3, 4, and 6.**

Q80: Is there a maximum allowable multiplier? Please provide a list of all items and factors allowed in the calculation of a multiplier.

**A80: There is no maximum allowable multiplier. The multiplier is based on a firm's overheads and profits. Maximum profit allowed is ten percent. There is no limit on overhead. The Consultant must be able to justify the multiplier through the Federal Audit Report or similar reports.**

- Q81: Do sheets 4T1 and 4T2 of the RFP need to be filled out for every subtask (50 subtasks total) for every team member, or just for the professional services subtasks (27 subtasks)?
- A81: The forms only need to be completed for the professional services subtasks included in Tasks 1, 3, 4, and 6.**
- Q82: Item C in Section II (page 6), states that NYCDOT will consider proposals that structure payment differently than direct technical salaries times a multiplier. How is a proposer to know whether such a different structure will be considered non-responsive, and therefore rejected? Should proposers clear any different payment structure with the NYCDOT in advance of submitting the proposal?
- A82: NYCDOT strongly prefers that respondents use the recommended structure in submitting their price proposals, though it is open to other responses.**
- Q83: Please explain how you expect a bidder to provide pricing for construction-related services (Tasks 5, 7, 8 & 9) for a design that has not been finalized and bid. Please explain how an A/E consultant pricing structure is applicable and/or adaptable to construction contracting.
- A83: Respondents shall on submit a Price Proposal based on Tasks 1, 3, 5 and 6.**
- Q84: The RFP page 27 states a budget of \$50,000 for expenses. Is this the expense budget for Tasks 1-4 & 6 *only*, or for *all* Tasks 1-9?
- A84: The \$50,000 is the expense budget for Tasks 1-9.**
- Q85: Confirm that professional services are in addition to the estimated budgetary allowance of \$9,340,000 and out-of-pocket allowance of \$50,000.
- A85: Yes, the professional services for Tasks 1-4 and Task 6 are in addition to the estimated budget allowance of \$9,340,000. The out of pocket allowance of \$50,000 as stipulated on page 28 of the RFP is for Tasks 1-9. However, all costs for professional services to be performed in Tasks 2, 5, 7, 8, and 9 are included in the budgetary allowance of \$9,340,000 specified in the RFP.**
- Q86: Does the \$9.34 million fee identified for Tasks 7 through 9 include or exclude funding received from the FTA New Freedoms grant?
- A86: Such budgetary allowance of \$9,340,000 includes funding received from the FTA New Freedom grant.**
- Q87: Please explain how direct labor cost pricing structures are applicable to manufacturing/construction contracting.
- A87: The direct labor cost pricing is applicable only to Tasks 1, 3, 4, and 6, which are the only Tasks that vendors are requested to bid on at this point. At this point vendors are not expected to bid on the fabrication/installation tasks in Tasks 5, 7, 8, and 9. The vendor may be required to bid out for these tasks in Task 5 in accordance with Task 5.1.**

### **Forms and Legal**

- Q88: Please confirm that LMDC forms are not required to be submitted with the proposal, per text in Section VII G.
- A88: LMDC forms do not need to be submitted until the contract is awarded**

- Q89: Do all of the FTA / FHWA forms need to be filled out by all sub-consultants?
- A89: At this stage they only need to be filled out by the prime. They will be required of all subconsultants on the winning team.**
- Q90: Please confirm that no bonding is required for this project, although it's included in Appendix C, Article 1, item B of LMDC's Supplementary General Conditions. If bonding is required, please confirm which contracting and bonding requirements will ultimately apply to the project, i.e., NYS, NYC, FTA, FHWA, LMDC, etc.
- A90: NYCDOT consultant contracts are not subject to bonding during the professional service phase. Any construction contract greater than \$250,000 is subject to bonding.**
- Q91: On page 6 of the Standard Clauses for New York State Contracts, Clause 21, Reciprocity and Sanctions Provisions denies to vendors from certain jurisdictions contracts for which they would otherwise obtain. New York City does not appear to have such sanctions and reciprocity requirements and therefore is in conflict with NYS. Which prevails?
- A91: NYS rules prevail.**
- Q92: Which general requirements for the contract will prevail, i.e., NYS, NYC, FTA, FHWA, LMDC, etc.?
- A92: This contract is subject to FTA, LMDC, NYS and NYC requirements. FHWA requirements are not applicable. Where there is a conflict FTA rules prevail.**
- Q93: The RFP references the SF330 form, but there doesn't seem to be a mention of it in Section IV where the proposal requirements are outlined. Please confirm whether or not you require a completed SF330.
- A93: Each proposer is required to submit a SF330 with their proposal.**
- Q94: Is the "Solicitation PIN" number 84111MBAD072 the same as the "contract number"?
- A94: Yes**
- Q95: Section IV – Format and Content of Proposal requests completed Attachments A – D. There are several additional forms in the RFP, i.e. Buy America Certification, DBE Participation, Workplace Utilization Report...Please confirm that Attachments A – D are the only forms that need to be completed for our response.
- A95: Respondents must submit Attachments A-D as well as the following forms:**
- **Buy America**
  - **Disclosure of lobbying activities**
  - **Certification of contractors regarding debarment**
  - **Certification of subcontractor regarding debarment**
  - **DBE Utilization goals for FTA projects**
  - **Should be in a separate sealed envelope (only one copy is necessary). Please label appropriately as "FTA forms"**

Q96: Which of the forms in Sections VIIF should be completed and submitted with the proposal?  
Which one(s) of the four submittal packets/envelopes should they be enclosed in?

**A96: The following forms should be should be in a separate sealed envelope (only one copy is necessary). Please label the envelope appropriately as "FTA forms"**

- **Buy America**
- **Disclosure of lobbying activities**
- **Certification of contractors regarding debarment**
- **Certification of subcontractor regarding debarment**
- **DBE Utilization goals for FTA projects**

Q97: At the pre-bid conference, Tasks 1-4 and 6 were stated as the professional services portion of the project, but the RFP also has sign procurement elements in Tasks 5, 7, 8 & 9. The RFP is currently structured as an A/E contract, but the procurement elements would typically involve a General Contractor or Construction Manager in a design/build structure or design/procure. Most design offices do not have the capital, insurance, bonding or other resources to take on the contracting for delivery of manufacturing and construction services. Can the RFP be restructured to separate the professional services elements from the manufacturing/construction procurement elements?

**A98: The RFP cannot be restructured. Respondents may hire a fabrication/installation subconsultant. The fabrication/installation team would generally carry required resources of bonding and insurance that are generally associated with this contract. Please note that bonding is not required for the professional services portion of this contract.**

### **Exclusion from Future Contracts**

Q99: Section V: D (Exclusion from Participation in Subsequent Solicitation(s) – Does this mean the subsequent rollout of the wayfinding system to other parts of the City? If not, what does this mean? And what are the broader plans for rollout at this time?

**A99: We apologize, this paragraph has been removed from the RFP. NYCDOT does not have plans to roll the program out to specific additional neighborhoods at this time, but has retained the flexibility to do so in the five year contract.**

### **I Walk New York**

Q100: We were informed at the pre-conference meeting last week regarding the RFP for Pedestrian Wayfinding in New York City that our team(s) would be solely judged on the "technical expertise" of the team submitting. That would be the main criteria for selection which is, of course, as it should be.

The " I Walk New York, A Plan for Pedestrian Wayfinding in New York City" booklet that was put together by 212 with AIG that was mentioned in the pre-conference meeting was issued in January, 2011 (six months ago) jointly by your agency and these design firms. While it is all very good to want "our best creative ideas" there is simply no way any of us can compete with the depth and breadth of technically what was completed in this excellent effort, and these same firms are also bidding on this RFP.

Could you please explain how you and your team see this as a level playing field in this regard?

**A100 The *I Walk New York, A Plan for Pedestrian Wayfinding in NYC* is a planning document used to illustrate the need for a comprehensive wayfinding system in New York City. Designs contained in the document are emphatically NOT draft designs for the final System and are merely for illustration purposes only. All proposals received in response to this RFP will be evaluated by the Evaluation Committee in accordance with Evaluation Criteria in Section VB on page 24 of the RFP.**

Q101: Is the Two Twelve team eligible to submit a proposal in response to this RFP?

**A101: Yes.**

Q102: What is the Department's overall assessment of the plan submitted by Two Twelve?

**A102: It is a comprehensive report and clearly illustrates the need for a comprehensive wayfinding system in New York City.**

Q103: What was the process that was used to select Two Twelve to produce that plan?

**A103: Sole source.**

Q104: Is this an accepted or adopted plan or is it merely a report to the NYCDOT?

**A104: Merely a report.**

Q105: Is the evaluation committee open to the possibility that proposals submitted by others might represent a superior opportunity for the Department and the City?

**A105: Proposers should submit their strongest proposal for review.**

Q106: Is there any other assurance I could provide that the Two Twelve plan does not form the basis of the RFP, *e.g.*, that the plan's references to ten elements and the RFP's references to ten elements are in no way related?

**A106: The two references have different meaning in each document and are merely coincidental. The *I Walk New York, A Plan for Pedestrian Wayfinding in NYC* document was not the basis for the RFP.**

Q107: It is understood that the authors of *I Walk New York: A Plan for Pedestrian Wayfinding in New York City* are invited to submit proposals for this project. Please confirm that there shall be a level playing field for all bidders.

**A107: All proposals received in response to this RFP will be evaluated by the Evaluation Committee in accordance with Evaluation Criteria in Section VB on page 24 of the RFP.**

## Security Requirements

Q108: Are there any security-related criteria (terror attacks prevention, evacuation information, etc.) for the wayfinding program, or specific security workshops with NYDOT or NYPD required?

**A108: No.**

## Timeline

Q109: Please confirm timeframe for project as outlined in pre-submission briefing, being appointment by 4<sup>th</sup> quarter 2011, notice to proceed by January. What is the timeframe for completion of installation of all four pilot neighborhoods, excluding monitoring (Task 6) and customization (Task 9).

**A109: NYCDOT anticipates to implement in all four neighborhoods in 2012 or the first half of 2013.**

Q110: Please describe your vision for the Wayfinder. What is your high-level strategic vision of wayfinder for right now and 10 yrs from now?

**A110: This is a five year contract. We expect the selected Consultant to work with NYCDOT to implement the tasks outlined in this RFP within that time, and to assist with implementation in additional neighborhoods as necessary.**

**Revised pages from RFP**

Provide or include multilingual Wayfinding Elements for the Neighborhoods as necessary. Multilingual elements will likely only be required where a significant portion of the population, to be solely determined by NYCDOT, uses a language that does not rely on the Latin alphabet.

**Subtask 1.11.**

Submit draft NYC base map in GIS format, including all layers that will be visible on wayfinding maps. Submission should be formatted to appear the way maps will look to the public.

**Subtask 1.12.**

Fabricate temporary prototype Wayfinding Elements to test the planned designs and display in each Neighborhood. Prototype Wayfinding Elements do not need to be made of permanent materials but shall be built full-size. Such on-street displays will not test material durability but rather the effectiveness of the information provided by the prototype Wayfinding Elements. Two (2) examples of every element under consideration should be prepared for each Neighborhood, and shall be specific to each Neighborhood. These elements must be displayed at a public exhibition, for a minimum thirty (30) days, in each Neighborhood. In addition, such prototypes will be displayed outdoors in each Neighborhood for a short period of time, approximately two (2) hours, in order to assess their usefulness to pedestrians. The Consultant should expect to staff each Neighborhood's exhibition and on-street display for at a minimum twenty (20) total person hours in order to gather public feedback. In addition, the Consultant shall conduct one public stakeholder meeting in each of the Neighborhoods at this time;

**Subtask 1.13.**

Using field observations and detailed surveys, submit a detailed report to NYCDOT regarding the public's response to the Wayfinding Elements;

**Subtask 1.14.**

After NYCDOT review of the Wayfinding Elements, incorporate all NYCDOT comments and resubmit final Wayfinding Elements' designs to NYCDOT for final review and approval;

**Subtask 1.15.**

Ensure a New York State certified structural engineer reviews and approves each of the final Wayfinding Elements' designs;

**Subtask 1.16.**

Submit detailed drawings for each Wayfinding Element to NYCDOT for review prior to production. Such drawings should show exact dimensions, all materials, finishes, installation details and any other details required by NYCDOT;

**Subtask 1.17.**

Draft and submit for review and approval to NYCDOT a siting plan for each of the Neighborhoods; and

**Subtask 1.18.**

Work with NYCDOT, NYCDOT consultants, other City agencies and utilities to incorporate Wayfinding Elements into pre-existing and newly designed structures and street furniture, upon request by NYCDOT.

**Task 2: Mobile and Online Interface (“Task 2”)**

NYCDOT is interested in ways in which Wayfinding Elements could digitally communicate with the public. The Consultant shall:

#### Subtask 2.1.

Research and provide, during the term of the contract, low cost digital communication options that would allow the Wayfinding Elements to communicate with users, other Wayfinding Elements, and/or a central location. The Consultant shall provide price estimates to design, fabricate and install each of option, if any. The fees for Subtask 2.1 shall be based upon the approved average hourly rates specified in price proposal submitted by the Consultant.

Please note: no bid on Task 2 is required at this time.

### **Task 3: System Materials (“Task 3”)**

At a minimum and to the sole satisfaction of NYCDOT, the Consultant and their Subconsultant(s), in order to perform Task 3, shall:

#### Subtask 3.1.

Provide all materials, including maps, data layers, designs for Wayfinding Elements and any other materials for the Neighborhoods and other New York City neighborhood locations in a standard, easily accessible format. GIS layers should be provided with robust metadata and a data dictionary. All such data will be stored on the NYCDOT website and will be made available as “open source” for application developers. The data should be stored in content management system that will include an application program interface to allow wayfinding applications to download information and query the database. Database queries may involve requests for any field of map data information, such as street names, local landmarks identified on maps, or transit stations;

#### Subtask 3.2.

The Consultant will provide a confidential, draft version of all data suitable for software development to NYCDOT. The Consultant will respond to all NYCDOT inquiries and requests concerning such materials;

#### Subtask 3.3.

Transfer, assign and convey of exclusive copyright ownership of the Copyrightable Materials as well as adhere to any other provision of Section II (I) of the RFP; and

#### Subtask 3.4.

Provide NYCDOT with a System manual. The System manual will include, but not be limited to:

- A. GIS layers and graphic design templates necessary;
- B. Commercial Establishment/Landmark Selection Criteria;
- C. Wayfinding Element siting Guidance; and
- D. Decluttering Guidance Document.

### **Task 4: Siting of Wayfinding Elements in Chinatown (“Task 4”)**

At a minimum and to the sole satisfaction of NYCDOT, the Consultant and their Subconsultant(s), in order to perform Task 4, shall:

#### Subtask 4.1.

In order to test the durability of the Wayfinding Elements NYCDOT the Consultant will site, fabricate and install ten Wayfinding Elements in Chinatown. These Wayfinding Elements will be monitored for a period of two months, after which point design changes may be required before Wayfinding Elements can be installed in the remainder of Chinatown and in the three other neighborhoods.

alternative approach affects other areas of the proposal such as experience, organizational capability, or price, that alternative approach should be submitted as a complete and separate proposal providing all the information specified in Section IV of this RFP.

**c. Demonstrated Level of Organizational Capability**

Demonstrate the proposer's organizational (i.e., technical, managerial and financial) capability to perform the services described in Section III (B) Scope of Services of the RFP. Specifically address the following:

- Number of client accounts anticipated in the upcoming year;
- Number of permanent staff members (in comparison to subcontractors and consultants);
- Number and variety of projects that the proposer has worked on in the past year; and
- Ability to complete necessary reports, schedules, summaries, etc.

In addition:

- Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer's organization (Attach Organization Chart).
- Attach a copy of the proposer's latest audit report or certified financial statement, or a statement as to why no report or statement is available.

**A. Price Proposal**

A Price Proposal Forms Packet has been supplied with this Request for Proposals and should be fully completed and ONLY one (1) Original should be submitted in a separate sealed envelope with the Technical Proposal package as follows:

- a. For each subtask in **Tasks 1, 3, 4, and 6** listed herein, the proposer shall fully complete Form 4T1 and Form 4T2 attached hereto in Section VII D.
- b. For **Tasks 1, 3, 4, and 6** listed herein, the proposer shall fully complete Form 4T2a attached hereto in Section VII D.
- c. For **Tasks 1, 3, 4, and 6** listed herein, the proposer shall fully complete Form 4T1. **Tasks 2, 5, 7, 8, and 9** will be paid according to rates agreed to at that stage in the Contract.

**E. Proposal Package Contents (Checklist)**

The Proposal Package should contain the following materials. Proposers should utilize this section as a checklist to assure completeness prior to submitting their proposal to the Agency.

**A. Procedural Forms**

A procedural forms packet has been supplied with this RFP and must be fully completed. And including in your proposal package and submitted in a separate sealed envelope as follows.

- a. Proposal Cover Letter (Attachment A)**
- b. Acknowledgement of Addenda (Attachment B)**
- c. Affirmation Forms (Attachment C)**

The Original Procedural Forms Packet which should include completion of all Procedural forms, required procedural documents, signed certifications and Supplementary information.

**B. Technical Proposal**

Submit one original set and four (4) duplicate sets of the documents listed below:

The Technical Proposal is a clear, concise narrative and should be fully completed and included in your proposal package that addresses the following:

- a. Demonstrated Quantity and Quality of Successful Relevant Experience**
- b. Quality of Proposed Approach**
- c. Demonstrated Level of Organizational Capability**

**C. Price Proposal**

Submit ONLY one (1) original set in a separate sealed envelope with the Technical Proposal package

<b>4T-1</b>	<b>Labor Price Proposal</b>
<b>4T-2</b>	<b>Price Proposal Summary</b>
<b>4T-2a</b>	<b>Grand Total Price Proposal Summary</b>

**D. LOCAL LAW 34 –“Doing Business Data Form”**

Submit ONLY one (1) original set in a separate sealed envelope along with the Technical Proposal

**Doing Business Data Form - (Attachment D)**

**A. Evaluation Criteria**

Each Technical Proposal will be rated by the Evaluation Committee based on the following criteria and weights:

	Technical Proposal Evaluation Criteria	Maximum Available Percentage
1	Demonstrated quantity and quality of successful relevant experience.	50%
2	Quality of proposed approach	40%
3	Demonstrated level of organizational capability	10%

**C. Basis for Contract Award**

A contract will be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the City of New York (the "City"), taking into consideration the Technical Proposal and Price Proposal, in accordance with the factors or criteria which are set forth in this Solicitation. Please note, the proposed contract will be subject to all required governmental approvals and necessary permitting including, but not limited to, the approval of the Wayfinding Elements, as defined herein, by the Public Design Commission and the Landmarks Preservation Commission.

**~~D. Exclusion from Participation in Subsequent Solicitation(s)~~**

~~This RFP is to provide a standardized pedestrian wayfinding system for New York City. The selected proposer from this RFP shall not be allowed to participate, whether as a consultant or sub-consultant, in response to a subsequent solicitation(s) utilizing the specifications they drafted, except as provided under New York City's Procurement Policy Board Rules.~~



**FORM 4T2 – PRICE PROPOSAL SUMMARY**

For **Tasks 1, 3, 4, and 6** listed in this RFP, please fully complete this form for each such subtask.

PROJECT NAME: \_\_\_\_\_

PIN: \_\_\_\_\_

SUBTASK: \_\_\_\_\_

PRIME CONSULTANT: \_\_\_\_\_ CONTRACT NO.: \_\_\_\_\_

	<u>(COLUMN 1)</u>	<u>(COLUMN 2)</u>	<u>(COLUMN 3)</u>	<u>(COLUMN 4)</u>	<u>(COLUMN 5)</u>
	<u>CONSULTANT</u>	<u>HOURS ALL FIRMS</u>	<u>ESCALATED LABOR COST TO PROJECT MIDPOINT</u>	<u>DIRECT NON-SALARY COST</u>	<u>TOTAL COST</u>
				\$	\$
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____
6.	_____	_____	_____	_____	_____
7.	_____	_____	_____	_____	_____
8.	_____	_____	_____	_____	_____
	<b>TOTALS</b>	_____	_____	_____	<b>(T)</b>
	<b>OUT OF POCKET COSTS</b>	_____	_____	\$50,000	_____
	<b>BUDGETARY ALLOWANCE</b>	_____	_____	_____	\$9,340,000.00
	<b>GRAND TOTAL</b>	_____	_____	_____	_____

**INSTRUCTIONS:**

1. The costs entered in Column 3 are the totals shown on line (E) of Form 4T-1 "Labor Price Proposal" for each consultant on the project team.
2. The Total Direct Non-Salary Cost shown in the shaded area below Column 4 is an out of pocket expense budgeted amount allowed to all proposers and must not be changed.
3. The Total Direct Non-Salary Cost provided by each consultant of the project team MUST SUM to the total shown in the shaded area at the bottom of the Column 4.

**FORM 4T2a – GRAND TOTAL PRICE PROPOSAL SUMMARY**  
 Please complete this form for **Tasks 1, 3, 4, and 6** listed in this RFP

**PROJECT NAME:** \_\_\_\_\_

**PIN:** \_\_\_\_\_

**PRIME CONSULTANT:** \_\_\_\_\_ **CONTRACT NO.:** \_\_\_\_\_

<b><u>(COLUMN 1)</u></b>	<b><u>(COLUMN 2)</u></b>
<b><u>TASK</u></b>	<b><u>GRAND TOTAL COST</u></b>
<u>Task 1</u>	\$ _____
<u>Task 3</u>	\$ _____
<u>Task 4</u>	\$ _____
<u>Task 6</u>	\$ _____
 <b>PROJECT TOTAL</b>	 <b>\$</b>
_____	_____

**INSTRUCTIONS:**

1. The costs entered in Column 2 are the Grand Totals shown on Column 5 of Form 4T-2 "Price Proposal Summary" for each of the Subtasks (Tasks 1, **3, 4 & 6**).

# Pedestrian Wayfinding RFP Bidders' Conference

July 12, 2011

NYC DOT

55 Water Street

Bid Room

# New York is establishing a world class public realm...

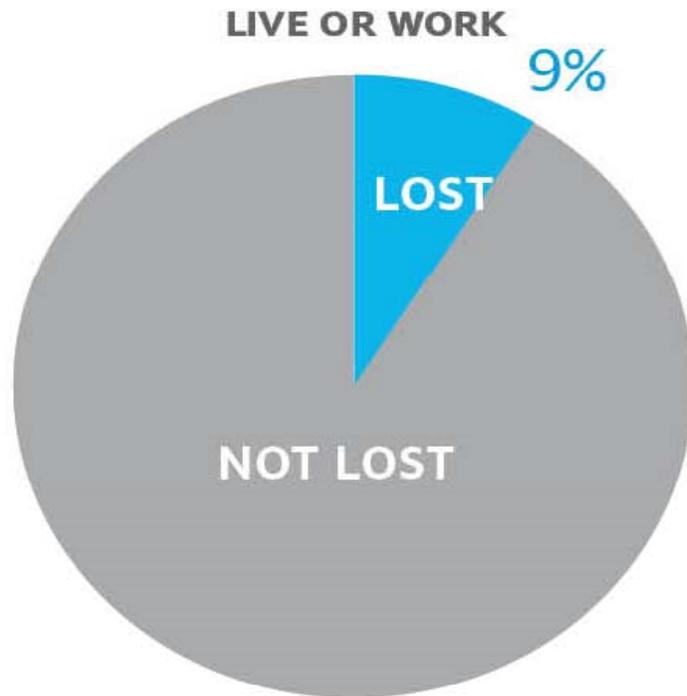


# But the city has no coordinated wayfinding strategy



# Lost in NY

9% of the 8.3m population of NYC, and over 12m visitors per year have experienced being lost in the last week



# Why not walk?

22% of personal car trips in New York are < 1 mile

 **10%** <0.5 MILES

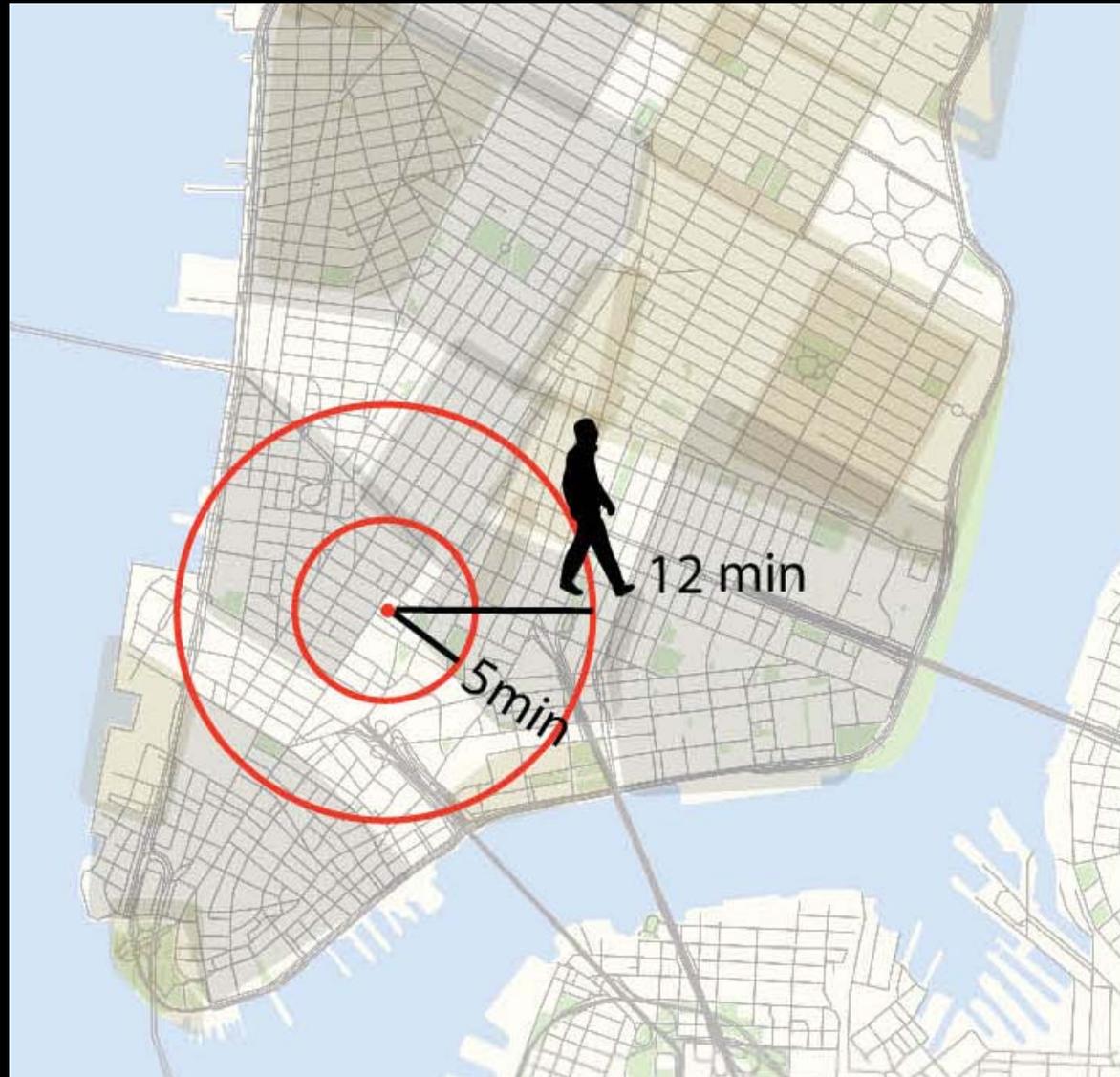
\_\_\_\_\_ **12%** 0.5-1 MILES

\_\_\_\_\_ **34%** 1-3 MILES

\_\_\_\_\_ **10%** 3-5 MILES

\_\_\_\_\_ 5-10 MILES **19%**

# Knowledge → Confidence → Walking



## NEW proposal due date

Date: August 17, 2011  
Time: 2:00 PM  
Location: NYCDOT Contracts Section  
55 Water Street, Ground Floor  
New York, NY 10041

- Proposals shall be hand delivered between the hours of 9:00 AM and 2:00 PM on business days only. E-mailed or faxed proposals will not be accepted.
- Proposers shall pay special attention in packaging their proposals to assure completeness prior to submitting their proposal to the Agency (See Proposal Package Contents Checklist, Section IV of the RFP)

## NEW deadline to submit questions

- Last day to submit questions: July 18, 2011 (5pm)
- All questions and requests for additional information or clarification concerning this Solicitation should be directed in writing to Junaid Syed, P.E., the Authorized Agency Contact Person, at [jsyed@dot.nyc.gov](mailto:jsyed@dot.nyc.gov)

# RFP Revision

## Section 4 Submission Requirements

- NYCDOT will require submission of only four (4) copies of your proposal and not seven (7) copies, as stated in the RFP.

# Addenda

- Addenda #1 issued: July 1, 2011
- Please watch <https://a841-dotwebpcard01.nyc.gov/RFP/> for additional addenda

## Geographic Extent

- Implement in four neighborhoods
  - Chinatown
  - Midtown (Fashion District and 34<sup>th</sup> Street Partnership areas)
  - Long Island City
  - Prospect Heights/Crown Heights
- Additional neighborhoods and/or city projects might be added during the length of the five year contract

# Tasks

Task 1: Final design of wayfinding elements

Task 2: Mobile and online interface

Task 3: System materials

Task 4: Siting of wayfinding elements in Chinatown

Task 5: Fabrication and installation of wayfinding elements in Chinatown

Task 6: Monitoring

Task 7: Fabrication and installation of wayfinding elements in the Neighborhoods

Task 8: Fabrication/installation of wayfinding elements in Prospect Heights/Crown Heights

Task 9: Customization of wayfinding elements for other New York City neighborhoods

## Q&A 1

- Does the prime consultant on this project need to be a licensed to perform engineering?
- Or can graphics firm take the lead even though contract plans need to be developed and thus, signed by a PE?

## Q&A 2

- Would you consider and accept a submission from a London UK based company? Or what if our submission was in partnership with a New York based design company?

## Q&A 3

- Will NYCDOT accept a proposal for the NYC Wayfinding system from a firm that did not directly receive the RFP?

## Q&A 4

### **DBE requirement:**

Does all of the 18% have to go to a subcontractor(s)? Our firm is a certified DBE, and as the prime Contractor, we would be responsible for more than 18% of the contracted fees. We will also have a DBE subcontractor on our team, but would not need this firm to handle as much as 18% of the total fee. Can we assume -- or appeal -- that our firms' combined participation would fulfill the federal set-aside requirement?

## Q&A 5

### **Subtask 1.12:**

The RFP asks that we stage the prototypes on the streets for 2 hours to assess usefulness to pedestrians. Does this include studying usability and functionality of the sign elements (type size, readability, legibility, heights, etc)? If so, we may need to allow more time for this effort. Please clarify expectations/objectives for the prototype testing effort.

## Q&A 6

### **Subtask 1.12-1.13**

Are detailed surveys required in addition to observations--please clarify?

### **Subtask 1.2:**

How many completed surveys in each of the four neighborhoods are desired?

## Q&A 7

### Subtask 1.3

Re translating materials for stakeholder meetings:

- What is the anticipated volume of materials (presentations etc.) that will require translation for the Stakeholder meetings?
- Will sample documents be provided for budgetary purposes?
- There are many dialects for Spanish translation (US, Puerto Rican, Latin America, Universal, etc.). Can you provide a population breakdown of the target audience so the most appropriate dialect can be determined?
- What is the expected turnaround time for these documents?

## Q&A 8

### **Subtask 1.4:**

How many focus groups are desired for LIC and how many languages?

Re simultaneous interpretation/translation:

- How many individuals will be participating in each focus group?
- What is the anticipated duration of each focus group?
- How often will the focus groups take place?
- Will all the focus groups be held in New York City?

## Q&A 9

### **Subtask 9.1:**

Please elaborate on requirements for research, intercept surveys, and focus groups in each additional neighborhood during this task 9.1. The present verbiage is too vague to use for estimating. An understanding of NYCDOT's expectations for this effort (similar to the research outline in 1.12) would be helpful.

## Q&A 10

Our solution would consist of placing rugged outdoor 46 inch interactive LCD touch screen displays for people to use; is this a solution you would consider or are you thinking of something totally different?

## Q&A 11

Are the consultant firms that prepared the *I Walk New York, A Plan for Pedestrian Wayfinding in New York City*, specifically London-based Applied Information Group (AIG) and Manhattan-based Two Twelve Associates (212 Assoc.), precluded from bidding on the above referenced project?

To what degree must the inventory of signage elements, the graphic appearance of signage elements, and the informational content of the signage elements as depicted in *I Walk New York, A Plan for Pedestrian Wayfinding in New York City* be followed and implemented by the successful bidder?

Does NYC DOT require a General Contractor to serve as the Prime Consultant for a team in order to meet bonding requirements?

# Pedestrian Wayfinding RFP Bidders' Conference

July 12, 2011

NYC DOT

55 Water Street

Bid Room A



WAYFINDING PRE-PROPOSAL CONFERENCE

JULY 12, 2011

55 WATER STREET - BID ROOM

NAME	ORGANIZATION	PHONE	E-MAIL ADDRESS (OR FAX IF N/A)
KENT HAGLAS	DZLCAN	908 642 5522	K.haglas@dzlcan.com
Joe Cioffi	Click And Go Wayfinding Maps	612 220 6457	joecioffi@mac.com
JEFF GROB	STANTEC	212.366.5600	JGROB@STANTEC.COM
Anthony Russell	Russell design	646 225 6260	a.russell@russelldesign.com
Trish Solsaa	Innera design	646 225 6260	t.solsaa@russelldesign.com
Sarah Haun	Two Twelve	212 254 6670	shaun@twotwelve.com
Angela Riddlespurgin	Two Twelve	212-254-6670	ariddlespurgin@twotwelve.com
SIMON KRISTAK	BILLINGS JACKSON DESIGN	718 374 1840	<del>simon.kristak@billingsjackson.com</del> simon.kristak@billingsjackson.com
STACY MAR	GENSLER	212 402 1580	STACY-MAR@GENSLER.COM
Kathleen Jordan	Gensler	212 492 1630	Kathleen.Jordan@gensler.com
JAMES QUINN	WEIDLINGER	212 367 2853	QUINN@WAI.COM
Mitchell Schwanez	clear channel outdoor	212-812-0057	mitchellschwanez@clearchannel.com
Jennifer Bressler	Hunt Design	626-793-7847	jen@huntdesign.com
Harry Coshlaw	clear channel outdoor	212 812 0037	Harry.Coshlaw@clearchannel.com
Nadia Hyder	creative realities		



**WAYFINDING PRE-PROPOSAL CONFERENCE  
JULY 12, 2011  
55 WATER STREET – BID ROOM**

NAME	ORGANIZATION	PHONE	E-MAIL ADDRESS (OR FAX IF N/A)
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Department of Transportation

JANETTE SADIK-KHAN, Commissioner

**WAYFINDING PRE-PROPOSAL CONFERENCE**  
**JULY 12, 2011**  
**55 WATER STREET - BID ROOM**

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WAYFINDING PRE-PROPOSAL CONFERENCE

JULY 12, 2011

55 WATER STREET - BID ROOM

NAME	ORGANIZATION	PHONE	E-MAIL ADDRESS (OR FAX IF N/A)
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THE CITY OF NEW YORK  
DEPARTMENT OF TRANSPORTATION  
Executive Office

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDUM #1**

REQUEST FOR PROPOSAL

FOR

TO PROVIDE A  
STANDARDIZED PEDESTRIAN WAYFINDING SYSTEM  
IN THE CITY OF NEW YORK

P.I.N. 84111MBAD072  
E-PIN: 84111M0001

**Addendum No. 2**  
July 26, 2011

TOGETHER WITH ALL WORK INCIDENTAL THERETO BOROUGHES OF  
MANHATTAN AND BROOKLYN

I, \_\_\_\_\_  
NAME AND TITLE

\_\_\_\_\_  
A duly authorized representative of  
(NAME OF PROPOSER)

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Acknowledge receipt of Addendum No. 2 dated July 26, 2011 for the Contract  
P.I.N. No. 84111MBAD072 for which Proposals will be received  
By 2:00 PM on August 17, 2011.