

ADDENDUM #1
CITY OF PORTSMOUTH, NH
RFP #19-13
REQUEST FOR PROPOSALS
CONSULTING SERVICES
WAYFINDING PROGRAM

This Addendum forms part of the original document marked: **Consulting Services Wayfinding Program, RFP #19-13.**

The attached pages include answers to the questions raised at the pre-proposal meeting on November 14, 2012 as well as those submitted by e-mail.

Additionally, attached is the pre-proposal meeting sign-in sheet.

Please acknowledge this addendum within your proposal, failure to do so may subject a bidder to disqualification.

End of Addendum #1

This list includes questions raised at the pre-proposal meeting on November 14th as well as those submitted by e-mail.

1) What is the study area for this project?

The entire city should be included in the study area, with particular attention to areas where there is likely to be a high degree of visitor traffic (both vehicular and pedestrian). It is our intent that the planning process will help identify where wayfinding is most needed and make recommendations accordingly.

2) Has funding been allocated for the next Phase (fabrication and installation)?

The City's capital improvement plan currently has \$130,000 allocated for the design, fabrication, and installation of the wayfinding system. Additional allocation of funding is possible in the future.

3) What is available for existing inventory of signs / wayfinding?

No comprehensive (or partial) inventory is available from the City, although other non-municipal organizations may maintain their own inventories. The Public Works Department is currently working on collecting location and type information on all of its city-approved signs (e.g. street signs, traffic signs, etc). It is anticipated that this information will be available as a GIS data layer next year. The selected consultant will have access to whatever data becomes available during the course of this project.

4) Is it the City's intent for the consultant to prepare and provide exact sign-by-sign detailed and dimensioned sign location plans? And exact wording and/or layout of each wayfinding sign?

We are expecting that the outcome of this phase will be design standards / guidelines that can be the basis for design of the wayfinding system. We expect that the plan will include graphic representations of the recommended design for different components of the wayfinding system. We expect that recommendations will also include appropriate type and amount of information to be included on different classes of wayfinding, but not the exact wording or layout for each. It is not our expectation that each individual sign will be designed and spec'd as part of this phase.

5) Are signed and sealed engineering drawings required by the designer or fabricator for structural and/or electrical systems that may be part of the overall system design?

Not as part of this phase, it is likely this would be required for the fabrication and installation phase.

6) How did the City come up with this budget for this phase?

We consulted other similar projects around the country, including close by here in New England and determined this budget based on the size / scale of this community and the anticipated wayfinding needs.

7) Will City make and install the wayfinding signs for the next phase?

While the City has the capacity to make certain signs, who does the actual fabrication and installation will be determined by available funding for the next phase.\

8) Who is serving on the Wayfinding Advisory Committee and what is their role?

The Wayfinding Advisory Committee represents different business and tourism stakeholder groups in the City. Their role will be to advise the consultant and staff throughout the project. Members include representatives from: the Economic Development Commission, Real Estate, the Musical Hall, Prescott Park, Strawberry Banke, the Chamber of Commerce, Discover Portsmouth (Historical Society), and Pease Development Authority.

9) Any major infrastructure projects planned that may impact traffic patterns now or in the future?

There are a number of roadway / bridge work repairs planned throughout the City, however, nothing that will alter the permanent traffic patterns. The wayfinding system should consider potential solutions for handling wayfinding during temporary traffic pattern changes.

10) Should event signs be considered as part of wayfinding?

Recommendations for temporary signage for events and/or construction projects should be considered in the wayfinding plan, but is not the primary purpose of this planning process.

11) How will the public outreach be handled and when will it occur?

The City's planning department and economic development department will be leading the public outreach component of this project. While the consultant will be expected to participate in public meetings and advisory committee meetings (as specified in the RFP), the City will arrange additional focus group meetings as needed to provide additional input and approval for the proposed wayfinding program. This will likely occur throughout the project first to gather information and second to review proposed plans prior to City Council approval at the project conclusion.

12) Can stop signs or telephone poles be used for wayfinding?

All wayfinding must comply with the Federal Highway Administration's MUTCD (Manual on Uniform Traffic Control Devices) standards. While some wayfinding in the City may currently be attached to traffic signs or telephone poles, it is the City's desire to correct this mis-use in the future.

13) Will the consultant be expected to coordinate with NHDOT on this project?

The consultant should be prepared to consider wayfinding on all City roadways (including those under the jurisdiction of NHDOT or FWHA). However, the City will assist with coordinating contact with a representative from NHDOT to provide input on this project.

14) What are the primary gateways to the City?

Interstate 95, a major corridor for travelers in New England, bisects Portsmouth approximately three-quarters of a mile from the central downtown area, and there are five exits off the interstate within Portsmouth city limits. The Spaulding Turnpike (Routes 4 and 16) is a limited access highway, which provides access from the northwest. Route 33 is another important gateway from the west of the City, and Route 1 provides regional access from Maine and towns to the south and is also an important local connector. Maplewood Avenue also provides access to points in the City from the Route 1 Bypass.

It is our expectation that the consultant will help to identify primary gateways and the preferred paths of travel for visitors into and out of the City and make recommendations on appropriate wayfinding for these travelways, including gateway signage. The Market Street Extension Gateway Streetscape Improvements Report (www.cityofportsmouth.com/economic/index.htm), the Islington Street Corridor Action Plan (www.cityofportsmouth.com/economic/islingtonstreet.htm), and the City's 2005 Master Plan (www.cityofportsmouth.com/masterplan/MasterPlanFinalComplete-Aug2005.pdf) should all be consulted related to recommendations for gateway areas.

15) Is there a City logo? Does the city have a branding campaign in place? Is that a desired outcome of this process?

The City does not have an official logo or branding campaign and there are no current plans to develop one from the municipal standpoint. The Chamber of Commerce is currently working on a branding campaign and other sites may have their own unique brands. The recommended design standards should focus on simplicity and clarity of messaging and should make recommendations for how or whether to include or incorporate individual logos or brands into wayfinding.

16) Does the project budget include all related fees?

Yes, the budget includes all travel, labor, and non-labor expenses. The proposal may include additional tasks (beyond what is included in the RFP) that exceed the project budget, but these should be specifically identified in the proposal.

17) Should boaters be considered as target group for wayfinding?

We would expect the consultant to determine if boaters are a primary audience for wayfinding in the City.

18) Will the City of Portsmouth provide map artwork or will map development be the consultant's responsibility?

The wayfinding plan should include maps to show appropriate locations for wayfinding and to help illustrate the program concepts. A wayfinding map that can be distributed to the general public may be a recommended product for the next phase, but there is no expectation that this would be an outcome of this phase. The City will provide GIS information to assist with the creation of maps, but will not provide artwork.

19) Is a 3-ring binder acceptable for submittal of the proposal?

Yes, we will accept proposals submitted in binders in addition to proposals that are bound.

20) Should the consultant indicate the total number of meetings recommended for the project?

The minimum number of meetings for this project is indicated in the RFP. We would expect the proposal to include meetings in the project schedule. The consultant may recommend additional meetings as well.

21) Should the plan consider all roads, including those not under city jurisdiction?

Yes, it is our hope that the wayfinding system will include city, state, and federal roadways. The plan should make recommendations for appropriate wayfinding in these areas, even if they are not under city jurisdiction.

22) Are there other current or future City planning efforts we should be aware of that may inform or impact the wayfinding program?

The City is planning to undertake a Bicycle / Pedestrian Master Plan in the next year or two and is also planning an update of the city-wide Master Plan in the near future.

23) Should the wayfinding recommendations consider incorporating multi-national symbols?

The City is interested in any recommendations about making wayfinding more accessible and useful for people who may not speak English as their primary language. In addition, we would hope that some recommendations will be made to accommodate people with different physical abilities and/or disabilities.

24) What about wayfinding at public buildings?

The wayfinding system should include recommendations for guiding people to public buildings, but not within public buildings.

25) What is the selection process?

A committee of city staff will make the final selection of the consultant. We anticipate that any interviews will occur in mid-December and our hope is that the project can start at the beginning of 2013.

26) Should the wayfinding system include kiosks too?

All appropriate wayfinding components should be considered (including signs, maps, kiosks, mobile technology, or otherwise).

27) Please elaborate on the city public works sign-making capabilities. In most city wayfinding programs, the unique details and colors, i.e., screening of unique transparent inks on reflective vinyl, are beyond city sign shop technology.

The Public Works Department has the ability to construct signs up to thirty six inches square using pressure sensitive sheeting. We employ an Allen Datagraph I-Tech 36 inch Cutter with Corel Draw sign fabricating software. The sign shop only has the capability to cut a single color at once. It is unlikely that fabrication of all of the wayfinding components would be done by the Public Works Department, but the wayfinding plan should consider the capabilities of the city's sign shop in making recommendations for sign design and recommend if there are any wayfinding signs that could potentially be fabricated by the city.

28) Can you elaborate on current dislikes with regards to existing signs?

We expect that to be determined as part of the planning process.

29) Will the City require landscaping concepts for signage, such as gateway signs?

The recommended design standards should consider appropriate landscaping for different wayfinding components. Whether the City should require landscaping concepts for all signs, should be considered in this planning process.

30) Does the City have any WBE/MBE requirements?

No

31) Is there a current design standards manual available for signs, wayfinding, or graphic/logo treatments?

No, there are city ordinances that guide private signage, but the city's sign standards are guided by the Federal Highway Administration's MUTCD (Manual on Uniform Traffic Control Devices). Please refer to Article 12 of the Zoning Ordinance for the City's regulations regarding private signs --

www.cityofportsmouth.com/planning/application/ZoningOrd_120521.pdf.

32) Should any of the submitted proposals be marked as "original" and sealed in a separate envelope?

No.

CITY OF PORTSMOUTH, NH

RFP 19-13

CONSULTING SERVICES

WAYFINDING PROGRAM

Pre-Proposal Meeting
 November 14, 2012 10am
 Conference Room A
 City Hall, 1 Junkins Ave
 City of Portsmouth, NH

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