

Wayfinding Q&A

1. **Would you like us to include the development of sign location plans and sign message schedules for all the areas including the Skywalk and River Trail**
Yes, for all areas (Downtown, the Skywalk and the River Trail).
2. **Is there something that is driving the mid-October project deadline?**
Meeting this deadline positions us to use the winter months for design & fabrication of signs as well as planning for implementation beginning Spring 2021. However, DGRI encourages respondents to create an approach plan that successfully and creatively provides solutions - if that proposed approach requires a timeline that is longer than what is listed, then an elongated timeframe will be considered. In other words, the approach plan and the respondent's expertise on similar projects will drive the timeline.
3. **For the professional fee submittal, would you like us to break out the reimbursable expenses for travel and general expenses?**
We would like it broken down by professional fee, reimbursable amounts, the total cost and if there are subconsultants how much each of those subconsultants is receiving as well.
4. **Are there any proposed Terms & Conditions for the project or example contract you'd be able to share in addition?**
We do not have a standard contract which we use; we typically we rely upon the consultant/sub-contractor to provide a contract which we reserve the right to modify and amend as necessary.
5. **Are you willing to work with an out of state firm?** *Yes, we are focused on the best possible plan, design and implementation of a wayfinding system.*
6. **Do you anticipate this project moving forward as scheduled?** *Yes, we do not anticipate any changes or disruptions at this time, but this could change as events change.*
7. **Can Full CVs form part of an appendix outside the 12 page limit?** *The 12 pages is a firm requirement since we anticipate a high response rate.*
8. **Do you (DGRI) have a map of existing sign types and locations?** *Neither we, nor the City have a current or accurate map of the existing wayfinding system.*
9. **We understand the contract will be facilitated and paid through DGRI, Is funding secured for the entire design and implementation of the project?** *Yes, DGRI is a TIF funded management entity, our goal for this fiscal year is to have the planning process completed and begin the design process with final design, implementation beginning next Spring and likely bridging into our next fiscal year.*
10. **In the River for All Guidelines it seems there are additional River Trail areas beyond the Downtown District identified in the RFP Attachment A. Can you clarify the degree to which the scope of work should integrate the River Trail Network wayfinding beyond the Downtown District?** *Our focus is only on Downtown and the River trail located within the district; you would not need to give consideration to placement of signage outside of that scope however design requirements should consider and align with the specifications outlined in the River for All Guidelines.*
11. **The GR Forward documentation states the following goal to: "Develop a comprehensive branding, signage, and wayfinding plan for the corridor in coordination with the City of Grand Rapids, DGRI, Kent County Trails, and Grand Rapids WhiteWater." Can you share existing brand standards that will serve as the basis for the wayfinding designs or should we consider branding and identity updates as part of this scope of work?** *We are approaching the downtown wayfinding from a "clean slate" perspective in that we are open to*

updated designs/looks etc. The River for All Guidelines should cover any additional branding/design requirements for any River related way finding.

12. **Can you elaborate on the review and approvals process?** Review and approvals related to the project's first three tasks: We have identified a group of key stakeholders to comprise a steering committee who will oversee the initial selection and then continue to review the work of and meet with, the consultant as necessary during the first three tasks outlined in the RFP. Due to current events we are unsure of how much face to face/travel time would be required. The RFP states that for the purposes of this proposal assume that stay at home restrictions will be relaxed by anticipated start date. Approvals related to task 4 and the installation of signs: An anticipated outcome of the first three RFP tasks assumes that the City of Grand Rapids will have signed off on the review and approval of locations and sign design. Permits will likely need to be facilitated as construction related activity outside of this scope of services. City staff will be part of the steering committee as technical advisors and support staff.
13. **Can you further detail what you expect the Asset Management Plan to include?** We would expect the asset management plan to include type and schedule of maintenance (including materials recommended, colors etc.), and instructions for removal/re-installation of wayfinding in the event of damage. We would also like estimates on the cost of repair, replacement and the expected lifespan of the wayfinding elements as well as ownership and maintenance responsibilities outlined per sign type (as it will vary).
14. **Does the Skywalk Wayfinding also include the tunnels?** –(the tunnels are not indicated on Attachment B)? No, the underground tunnels are not part of the scope of this project, only the sections outlined on the map provided in the RFP.
15. **Do you have a link that can provide the backstory, development and usage guidelines for the Downtown Grand Rapids Inc. logo?** The DGRI logo was developed internally by our graphic design department. We can share logo files as needed/requested.
16. **Do you have a preferred version of a downtown map and/or infographic?** There is no preferred downtown map or infographic. We anticipate that this project will develop a map and/or infographic.
17. **All public engagement has been completed as part of GR Forward masterplan. Approximately how many people would be on the Steering Committee?** 17 people + DGRI staff and City of Grand Rapids staff.
18. *On page 2 Under #9. Managing Wayfinding signage content and information. Does DGRI or the City currently use GQIS mapping and/or other database management systems for tracking the existing wayfinding and/or other city sign systems? Will we have access to the live electronic files used to create the current wayfinding system? This one -* Downtown Grand Rapids has a Wayfinding Program that includes four districts. - <https://www.corbindesign.com/work/civic/grand-rapids-downtown.html?cat=true>
The current system is over 20 years old and predates DGRI as an organization as a result we do not have access to the original files. See question #8.
19. **Reference - Goals of Inclusive and universal design #3 on page 2 of the RFP, and River and River Trail Wayfinding page 3** DGRI and the City of Grand Rapids desire that wayfinding signage be inclusive to non-English speakers (as referenced in the RFP, Spanish is the primary language of a large percentage of the population) AND accessible and inclusive to people with varying abilities through the use of universal design. These requirements are a priority of the steering committee and will be expected to be included in the design of the system.

20. **On page 21 of The River For All GRAND RIVER CORRIDOR Implementation Plan and River Trail Design Guidelines - notes Access Bi-lingual wayfinding speaks to indigenous languages – see attached screen shot Would that be Anishinabek of the Potawatomi and Anishinaabemowin people? Please elaborate/clarify.** The indigenous language is Anishinaabe (Anishinaabe people are the 3 fires tribal members including Ottawa, Pottawatomie and Ojibwa nations). There will be a First Nation/Indigenous People's representative as part of the process.
21. **Is there a target budget for this project?** While we have a target in mind we ultimately want the most comprehensive plan/program/design and understand that cost may be driven (somewhat) by that.
22. **How many in-person meetings are desired?** Due to current circumstances this is unknown as we are not having in-person meetings. Virtual meetings are preferred at the moment. Additionally, We encourage respondents to provide a scope and work plan that can achieve the desired results as outlined in the RFP based on their experience.
23. **Is there a need or desire for public engagement?** We would anticipate some level of public engagement that is based on the respondent's experience with similar projects. DGRI anticipates that there will be focus groups and stakeholder interviews as part of a baseline approach.
24. **What is the approval process/Who are the approval entities? (e.g. City Boards, Steering Committee, Historic Commission, Arts Review, etc.)** The chosen consultant will work primarily with a DGRI lead steering committee which will make recommendations to the various DGRI boards. There will also be a need to engage with Historic Preservation Committee as well as the City's Design Team process.
25. **Are there existing signage design guidelines that need to be followed when preparing the wayfinding design standards?** Only for the River, please see the guidelines referenced in the RFP.
- a. **To what extent is rebranding a part of this project?**
We are looking for a complete overhaul and update to our wayfinding system.
26. **Do you intend to reuse any elements from existing sign systems? (Same materials, structural supports, design styles or standards?)** There will likely be instances where we can reuse the footings of currently deployed signs, however we also do not want to be beholden to their current locations.
27. **Are there existing design documents for the current sign system that will be made available for review?**
- a. **Does the current sign system exist in a GIS type format that is available for the successful consultant?** See Question #8
- b. **Can you provide site plans?** Please see question #18
28. **Are directory/map designs needed as part of the wayfinding system?** Yes.
29. **Does the City have any type of in-house signage and maintenance facilities or capabilities?** Currently No.
30. **Can you confirm if Task 4 should be included in the total cost breakdown, listed separately or if this fee is not expected to be included with the overall profession fee proposed?** The RFP states: "Submitting firms should include separate line item fees for each of five (5) items listed as part of Task 4 Implementation. Task 4 will not be part of the scope represented in this RFP but may be added to the project by DGRI (in whole or in part) depending on the outcomes of the first 3 phases, the costs associated with implementation, and the extent of implementation...." This should be included in the proposals and listed as a separate task 4 fee. It will not be included in the initial contract with DGRI, but may be added to the consultant's contract at a later date as the project progresses.

31. **Should all reimbursable expenses be included in the total cost breakdown or listed separately?** See question #3.
32. **Will all questions and answers be sent to interested consultants or posted online?** They will be sent directly to anyone who has requested to be added to the list, no matter when they ask to be added to the list.
33. **Is there a file size limit that can be emailed?** We anticipate the file be too large to be sent through standard email.
- a. **If a proposal exceeds the file size capable of being received, can the proposal be sent through sites like WeTransfer or DropBox?**
- Send the document however is best for you, we will work with you to ensure we have received the document.
34. **Can you provide a map of the current and future River Trail that you would like a sign location plan and sign message schedule developed in order to document the proposed signs?** A current map of the river trail is under development, I would not anticipate it being done before proposals are due.
35. **What is the review process for each task?** See question #24 for phases 1-3. The steering committee, DGRI and City staff will review each task as part of the process.
36. **Will there be a community engagement component or public input review? If so, please explain at which stage this takes place.** See Question #22, we're not sure where public engagement would be best suited and are open to recommendations in your proposal.
37. **Should prototypes of solutions (digital and static) be included in professional fees?** Yes.
38. **Can you share the fabrication budget for implementation?**
- At present we do not have a fabrication budget. It is intended that this project will help establish budgets for fabrication and implementation.
39. **Will the system be implemented in one phase or multi-phases?** We would like it to be completed in 1 phase, but we are open to expanding to multiple phases if necessary.
40. **Who will maintain/update the content of the new technology system?** DGRI will be responsible for its continued upkeep but recommendations on potential partners would be welcomed.
41. **Will the new technology system be revenue generating (i.e. ad supported)?** No.