

Project: Wayfinding Signage Program

Date: March 20, 2017

RE: Addendum # 5
of Pages: (7)

The following information is provided in response to written questions received in connection with the Battery Park City Authority (“BPCA”) Request for Proposals (“RFP”) issued on January 18, 2017 for its “Wayfinding Signage Program” project (the “Project.”)

RFP Questions (responses provided in Italics immediately following each enumerated question):

1. Re: Exhibit A, I. General Description, A., 5) BPC identity and branding signage, including signage to coordinate with and complement other types of existing and proposed signage.
Can you provide clarification on existing/proposed signage that will remain?
Response: *The intent of the project is to incorporate all signage into a single uniform system. The selected proposer will be expected to inventory the existing signage and make recommendations as to what, if any, existing BPCA signage should remain based on condition and overall design and program compatibility. New York City/New York State street signage and specific business and facility signage located within Battery Park City will remain and should be taken into account when considering compatibility of new BPCA signage.*
2. Re: Exhibit A, I. General Description, D. BPCA will lead and manage the Project through a designated project manager. With the assistance and input of the selected Proposer, BPCA will invite relevant stakeholders to meetings as appropriate. Stakeholders may include the Department of Transportation (DOT), property owners/managers, neighborhood businesses, and/or others. How involved are Brookfield, PANYNJ, Westfield World Trade Center in this initiative? Can you provide clarification on 'relevant stakeholders'?
Response: *Among others, Battery Park City residents, property owners and businesses (including Brookfield) and/or organizations, entities and individuals that may represent them, are considered to be relevant stakeholders. Neighboring property owners (including PANYNJ) and governmental entities with interests in and/or jurisdiction over BPC, may also be determined to be relevant stakeholders. , Proposers should assume the need to speak with Brookfield and PANYNJ during the course of the Project. An outreach program to interface with all relevant stakeholders should be described in each Proposal. Additional opportunities for interaction between the selected Proposer and the relevant parties will be determined and facilitated by BPCA.*
3. Please confirm if additional city agencies will be involved, including DPR and PDC.
Response: *It is not anticipated that other city or state agencies will be directly involved in the Project; however, it is expected that Proposers will research and confirm which City and State Agencies have jurisdiction over the signage being proposed. Proposers have the sole responsibility to identify and obtain any such required approvals and/or permits.*
4. Typically, the permitting process is the responsibility of the sign fabricator. For this scope of work, is the intention for the Proposer to support with signage design documentation during the permitting process handled by others?
Response: *Given the multiple signage types and agencies involved, BPCA expects that the selected Proposer will prepare and provide all of the documentation needed to obtain the relevant approvals and or pre approvals needed. The selected Proposer must also assist the installer in obtaining installation permits as required. Please refer to the Exhibit A, Section III, B of the RFP.*
5. Are there unique permitting considerations within the BPC project area?
Response: *See responses to Questions #3 and 4.*
6. Will the creation of a unique identity for the signage be required as part of the scope of work, or will the application of NYC DOT pedestrian wayfinding signage standards be used for the BPCA signage

program? If the application of NYC DOT pedestrian wayfinding signage standards be [sic] required, should vehicular signs be designed to match?

Response: *The intent of the Project is to create a unique signage package for Battery Park City but one that is built upon and influenced by the standardized elements found throughout the City and among the neighboring properties. To the extent possible, all such signage should share a common design vernacular. Design of vehicular signage, such as street name signage, is not part of the project scope.*

7. Should parks and open space regulatory signs be designed to match the latest NYC Parks sign design?
Response: *The intent of the Project is to create a unique signage package for Battery Park City but one that is built upon and influenced by the standardized elements found throughout City Park Spaces.*

8. Please clarify if exterior signs for parking garages to tie into the program design framework are included in this scope of work.

Response: *Yes General wayfinding signage for parking garages is included in the scope of work,. Additionally the scope of work also includes preparing design guidelines for building-mounted exterior parking garage signage and temporary exterior freestanding signboards.*

9. Please clarify the project timeframe. Specifically is it the intention to complete the design documents by the end of the 12-month project period and undertake bidding, award, fabrication and installation thereafter in 2018?

Response: *The project duration is being extended via a separate RFP Addendum to eighteen (18) months, which shall include design, bidding and installation.*

10. If the Prime Contractor is both MBE and WBE certified, can the Prime contractor fulfill both the MBE and WBE requirements?

Response: *Proposers having dual certification must select one category (WBE or MBE) and satisfy the remaining portion thru a separate WBE or MBE. For example, if the Proposer chooses MBE status, then they would need to comply separately with the WBE requirement.*

11. Are sub consultant(s) responsible for submitting the mandatory forms, or is it solely the responsibility of the Prime contractor?

Response: *Sub consultant(s) are not required to submit the mandatory forms, only the proposing entity.*

12. Should a Prime and its sub consultants each complete individual Exhibit F Form of Technical Salaries for inclusion in the Cost Proposal?

Response: *Yes, sub consultant rates should be incorporated into the Prime Consultant's Technical Salary attachment.*

13. Is back-of-house or other non-wayfinding signage included in this work?

Response: *Yes*

14. Do BPCA have a mapping resource to be utilized for the Wayfinding Program or do [sic] BPCA anticipate the development of a mapping resource?

Response: *A mapping resource is not available for this project however a basic metes and bounds survey can be provided to the selected Proposer in CAD format.*

15. What level of Identity Development is required for the Wayfinding Program?

Response: *Although identity development is not the focus of the signage, BPCA does expect that the design will incorporate elements of distinctive BPCA branding.*

16. Does BPCA have mapping elements such as pictograms/icons to be utilized or does BPCA anticipate this to be developed during the Wayfinding Design?

Response: No. The selected Proposer is expected to review existing BPCA and City pictograms / icons and develop mapping elements as part of the Project.

17. Can you share the budget for this project?

Response: *The budgeted amount cannot be provided.*

18. The RFP does not include fabrication and construction. Can you please clarify if a sign fabricator [who is] part of a team for planning and design, is allowed to bid on the fabrication and construction work.

Response: *A sign fabricator may be consulted by the selected Proposer; however, a sign fabricator that participates in the formulation of the specifications for the future fabrication and construction bid may not be a bidder for the fabrication and construction work.*

19. MBE/WBE: What are the MBE/WBE requirements? Please clarify as the RFP encourages MBE/WBE to submit, but does not set a % goal. However, Attachment B requires participation of 30% NYS certified MBE/WBE of which 15% MBE and 15% WBE.

Response: *The MBE/WBE requirements are 30% in total (15% MBE and 15% WBE). Please refer to Attachment B, second paragraph.*

20. The RFP anticipates 8 meetings, can you please clarify how you would like us to address the situation in which more meetings are needed, especially with community stakeholders and city agencies?

Response: *The eight meetings identified in the RFP are specific to meetings with the stakeholders. Working meetings with BPCA staff as well as the selected Proposer's meetings with city agencies to obtain any necessary approvals / pre approvals will not be counted towards the referenced eight meetings. The billable time anticipated to conduct eight meetings and Working meetings with BPCA and City Agencies must be included in the Proposer's base fee. BPCA will consider the inclusion of an allowance within the contract to accommodate additional meetings approved by BPCA as necessary for the completion of the Project; however, the Proposer should include in its Proposal the cost of eight stakeholder meetings.*

21. Can you please describe the BCPA approval process? What other agencies will need to review and approve? The RFP only mentions NYC DOT, what about PDC?

Response: *BPCA staff will work closely with the selected Proposer in the development and performance of the Project, providing milestone approvals at identified project intervals. Following the completion of stakeholder outreach and internal reviews, and contingent upon other required agency approvals, as referenced in the response to Question #3, BPCA will provide final approval for the Project.*

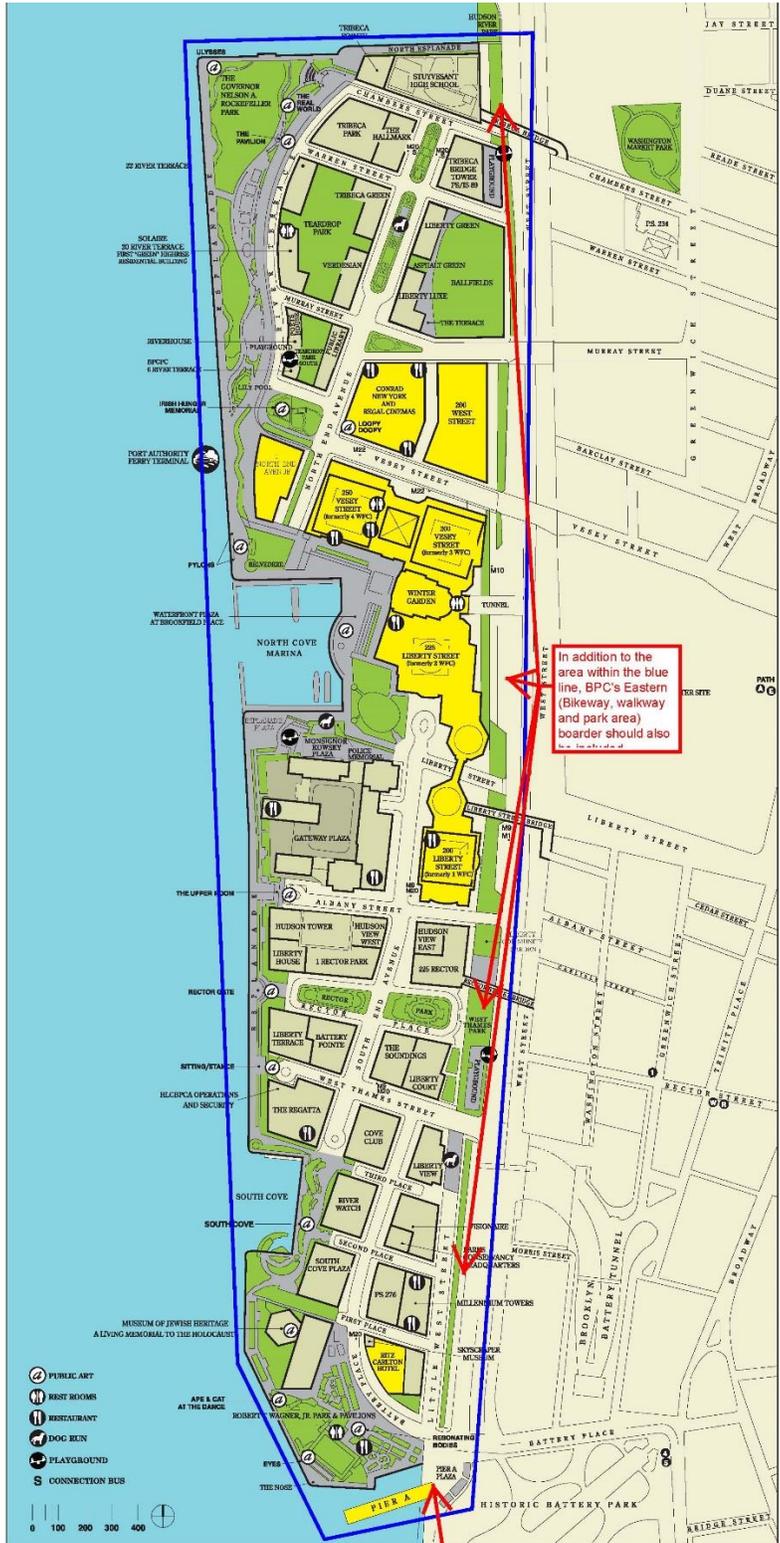
22. The contract is for one year, please clarify how you would like us to address the situation in which the project takes longer, especially due to extended public review and approval process or permitting issues beyond the control of proposer?

Response: *See response to question #9. Should the Project need to be extended beyond the revised schedule, a contract amendment will be issued and, if justified, an increase in fee might be considered.*

23. Under "II. Planning and Design Tasks", there is mention of "including the potential use of alternate electronic means of information delivery". Should design and implementation of 'alternate electronic means of information delivery' be included in the proposal or is the goal in the planning phase to identify possibilities that can be developed outside of this base proposal as an add-on service?

Response: *Yes, the proposals should include design and implementation of alternate electronic means of information delivery.*

24. To what extent do you expect the new wayfinding program to interface with other New York City wayfinding programs or city-wide services such as WalkNYC, Citi Bike NYC, or LinkNYC, etc.
Response: *The new wayfinding signage, information kiosks, etc, should be of a unique design that represents and complements the Battery Park City neighborhood. BPAC expects that elements of the program such as WalkNYC, Citi Bike NYC, or LinkNYC map graphics will be coordinated with the NYC DOT to develop a comprehensive map displaying all relevant information in the WalkNYC format.*
25. If we include a Gantt chart, will this be counted toward the number of pages?
Response: *No, it will not count towards the maximum number of pages.*
26. Do the questions in Section B, those relating to the Proposer’s Firm & Eligibility, apply equally to the prime as well as all sub-consultants? Specifically, must we provide answers to questions B1, B3, B4, B6, and B7 for the sub-consultants?
Response: *No, the questions are directed to the prime consultant.*
27. Do you require audited financial statements for sub-consultants?
Response: *Sub-consultants do not need to provide financial statements.*
28. Do you require an electronic copy of the cost proposal?
Response: *Yes. See Section IV, D of the RFP.*
29. Please confirm to what extent we should assume effort required to address: “Pedestrian wayfinding and context maps, directories, and signs (i.e., “You Are Here” maps), especially at Park entrances and neighborhood entry points”. Specifically, does this contract include the production of all graphic artwork for all maps that will be required by the proposed system and/or will this work be considered to fall within “fabrication and installation” or an otherwise separate agreement/contract?
Response: *Yes, the proposals should include production of all graphic artwork for signage. Subject to the recommendation of the selected proposer, BPCA is considering adopting the WalkNYC map as a base layer map. The selected proposer would be expected to review the existing WalkNYC map and coordinate with NYCDOT to address points of interest, information content and graphic representation of elements. The selected proposer will be required to provide any additional, more detailed, maps as necessary.*
30. Please advise how you would like us to handle sub-consultants within the context of the Form of Technical Salaries. For labor rates, will stipulated rates be acceptable? Not all firms on our team have established billing rates by direct labor cost times a multiplier plus a % for profit. Some firms only have set fees (or stipulated rates). They simply bill for their work hourly against those fees. Please confirm how you suggest/prefer we provide rates for the full team.
Response: *Sub consultant rates should be incorporated into the Prime Consultant’s Technical Salary attachment. The Fee indicated in the Cost Proposal (Exhibit E) should include all work contemplated in the RFP and the Technical Salary Form (Exhibit F) should reflect the hourly billing rates of each of the Proposer’s team members. These rates will be used for billing purposes and although a lower rate can be used during the project the maximum rate will be limited to the fees noted in the Technical Salary Form.*
31. Please provide clarification with respect to the physical geographic boundaries (North, East, South, West street borders and/or a map or diagram showing the area) that should be considered within the scope of this project.
Response: *A diagram of the project area is attached on the following page.*



In addition to the area within the blue line, BP's Eastern (Bikeway, walkway and park area) border should also

Pier A and the Plaza is included

32. Do you currently have a list of stakeholders to be considered within the context of this project? Please elaborate.
Response: *Please see response to Question #2.*
33. Is there a requirement to meet with local community boards and to present to NYC Public Design Commission (PDC)?
Response: *Please see the response to Question # 3*
34. Please provide a rough desired time frame for installation. When do you see the system being completely implemented?
Response: *The 18-month project time frame is for the entire project and would include the installation/ implementation period.*
35. Is an implementation budget available and/or has one been established?
Response: *The budgeted amount cannot be provided.*
36. Please clarify your expectation with respect to digital components. What is the intended limit/scope of the digital component? What is the intended audience and use of a digital component?
Response: *As deemed appropriate by the selected Proposer and BPCA, the digital component of the project may be used to enhance the resident's and visitor's local navigation and use experience. Elements such as artwork information, site history, upcoming events and points of interest etc. could be incorporated into an application-based program.*
37. Do you foresee a branding or logo development component? If so, please elaborate.
Response: *Logo development is not required. Although identity development is not the focus of the signage, BPCA does expect that the design will incorporate elements of distinctive BPCA branding.*
38. Were any firms sent the project RFP directly or informed to look for the RFP's posting on the BPCA or NYS Contract Reporter site(s)?
Response: *Yes. BPCA's designated contact contacted multiple firms and informed them that the RFP was posted to the NYS Contract Reporter site and BPCA's website.*
39. How does the intended BPCA system correlate to the overall WalkNYC wayfinding system? Are they completely independent of each other?
Response: *No, Please see the response to Question # 24 & 29*
40. Are there any brand standards that need to be considered when designing the system?
Response: *Please see the responses to Questions # 1, 15 & 37*
41. Has any research been performed in relation to how people are engaging with the space currently? If so, can that be shared or are you looking to the bidder to provide those services?
Response: *No such research has been performed.*
42. Is BPCA open to exploring digital technologies (website, app) as part of the wayfinding system?
Response: *Yes.*
43. Does there need to be both MBE and WBE participation? Or can it be one or the other?
Response: *Please see the response to Question # 19*
44. Do you need financial statements from sub-contractors or only the prime?
Response: *Please see the response to Question # 27*
45. Do you need all insurance certifications prior to submission of a proposal or only by the time the project is awarded to the team?

Response: *Insurance certificates are not required at time of proposal but must be provided prior to the award of a contract. The total cost of the required insurance must be incorporated into the Cost Proposal.*

46. Who should be listed on the insurance certificates?

Response: *Battery Park City Authority, d/b/a Hugh L. Carey, Battery Park City Parks Conservancy, and the State of New York should be listed on the Certificates.*

By signing the line below, I am acknowledging that all pages of this Addendum have been received, reviewed and understood, and will be incorporated into the Proposal submitted. This document must be attached to the Proposal for consideration.

_____ Signature _____ Date

Number of pages received: _____ <fill in>

Distributed to: All prospective Proposers