



ADDENDUM 2

To: All companies interested in submitting a Proposal
Proposal: #PUR0716-014 Wayfinding System for Core Districts of Cedar Rapids, IA
From: Judy Lehman, Manager, Cedar Rapids Purchasing Services Division
Subject: Addendum No. 2 (3 pages)
Date: August 30, 2016

The following questions/clarifications were discussed at the Pre-Proposal Meeting:

1. The wayfinding signage for this project is primarily intended for users of the roadway. We are not asking for pedestrian signage at this point. There is a current initiative with the MPO for off-street trail signage. Our focus for this project is on the core districts and the amenities they offer. The system needs to be adaptable and expandable.
2. Would pedestrian kiosks in the districts be acceptable?
These are not part of the initial scope however, it may be packaged as a value-added item.
3. Would Parking facilities be integrated into the vehicular system?
Yes, the existing signage and parking structures/facilities managed by Park CR <http://parkingcedarrapids.com> needs to be incorporated.
4. Has there been work with IDOT so far?
The focus should be a wayfinding system for the city street network. The design should take into consideration that the wayfinding may be expanded to the interstate system under Iowa DOT jurisdiction in the future. First Avenue would require State coordination and involvement. The next scheduled meeting with Iowa DOT District office is September 15, 2016, and the City of Cedar Rapids will share the intent of this RFP at that meeting. Any information or feedback from Iowa DOT will be shared with the successful proposer. The City typically meets every 3-4 months to discuss joint issues and projects.
5. Have you worked through the process of what can and cannot be on the wayfinding signage?
We are looking for your expertise to identify "key" attractions and destinations as part of the scope of the project.
6. What is your implementation timeframe? It is our intention that the system could be installed in Summer 2017.
Funding for construction has not been established, and the timeline expressed at the pre-proposal meeting is impacted by the recommendation resulting from this study.

7. Will there be a public rollout?
Yes, "Go Cedar Rapids" (formerly the Convention and Visitors Bureau) promotes Cedar Rapids and will lead the public rollout effort.
8. Will we be meeting with a separate person for each of the core districts?
There will be no separate meetings required unless consultant believes that there are significant benefits for these types of discussions; this can be addressed at a later date. There is a lead representative for each district and they are on the committee for the wayfinding system. The selected consultant will be working with the committee. We want this to be a cohesive, comprehensive project. The MedQuarter district is driving the initiative for the RFP. Most importantly, the final deliverable of the RFP will be the foundation towards constructing a wayfinding signing system which is equitable across the most visible districts and amenities within the city's core.
9. Do you want a wayfinding analysis or assessment?
Yes, this should be integrated into Phase I of the project.
10. Are we required to be in attendance in person for every meeting associated with the project?
In person attendance would be required for any presentations. Other meetings could be by conference call, video conferencing, etc.
11. Is there a budget?
This is a discovery process. We do not have any specific amount budgeted.
12. Explain the level of identity – will we work individually with each district to develop or establish their "brand"?
Brands have already been developed for each district. Additional work to promote or enhance brands beyond the wayfinding system will not be required. Assisting other districts to establish a brand if one does not exist is beyond the scope of this RFP. However, if this is an identifiable issue from the process, we would expect the successful proposer to identify potential work around solutions.
13. Is there consideration to allow our proposal to be longer than the prescribed ten pages referred to in the RFP?
Yes, please limit tab 3 to 10 pages. Refer to the information on page 10 and 13 of what is to be included under tab 3. There is no limit to the number of pages for other tabs.
14. We encourage you to drive through the districts to get the feeling for each one. They merge together and there is basically no signage to tell you when you are moving between districts. Each district is somewhat distinctive by its landscaping, benches, sidewalks, banners, etc
15. Do you want us to incorporate ITS (dynamic electronic signage) into our proposal?
No, not with this project. We are asking for static signing.
16. How likely is it that existing poles may be used? For example, could signage be installed on street lamp poles?
The system shall be free standing in character and structure. In your assessment if there is a way to reduce poles, less visual clutter is good. It is expected that the signing be attractive and not distract from some of the cultured landscaping of the districts.

The following questions/clarifications are regarding Phase 3 of the project.

17. Item #4.3.3 on page 10 of the RFP shall be amended as follows:

4.3.3 Phase Three - Develop Construction Documents

The third phase is to develop construction/fabrication plans for implementation.

- a. Create design intent drawings (preliminary design – 30 percent plan) Drawings should be of sufficient detail to show type, size and location of signage, changes/removals of existing signage, a preliminary cost opinion and probable easement or right-of-way requirements where needed.
- b. The intent is for all signing to be on City Right of Way. Viable locations of signing will be identified on preliminary plans with the City or State Right of Way shown. Easements will be shown on roadway plans and identified as either needed for construction on a temporary basis or permanent needs for signing. Information related to utility impacts will be shown as necessary.
- c. Recommend materials that best serve the function of the signage.
- d. Provide a preliminary cost opinion for sign fabrication and installation
- e. Provide a recommended phasing plan for construction. Minimum signing requirements will be a wayfinding system for the three identified districts.

18. Will the firm selected for the design also be hired to do the next step which would be construction documents?

If the successful proposer is qualified to develop construction documents, then it's possible that an amended contract or separate contract could be implemented to include the final design for construction.

All addenda that you receive shall become a part of the contract documents and shall be acknowledged and dated on the bottom of the Signature Page Form. The deadline to submit sealed proposals is:

Wednesday, September 21, 2016 before 3:00 pm CDT at the Office of the City Clerk.