

**Downtown Detroit Static Wayfinding RFQ
Pre-Proposal Meeting
Wednesday, March 11, 2020**

Questions and Answers

- 1. Would you like the proposed scope of work to include an overall evaluation of the existing wayfinding signage or the development of a detailed photo audit and location plan of each existing wayfinding sign?**

It is not necessary to audit existing signage. If you would like DDP to provide an audit of existing signage, please note this in your proposal.

- 2. How many City Council and Historic District Commission meetings should we plan on attending?**

One of each. City Council's are weekly on Tuesday's and Historic District Commission meetings are on the 2nd Wednesday evening of each month. You can plan to attend these meetings in the same week to minimize travel costs.

- 3. Would you like the final deliverable to include a sign message schedule that identifies the content (text, symbols, etc.) for each proposed sign location?**

Yes.

- 4. Should the plan include both vehicular and pedestrian sign types?**

The primary focus is pedestrian signage. However, we are open to doing both types of signage with the phased approach. Please provide both a fee option to do *only* pedestrian signage and an option to do *both* pedestrian and vehicular signage.

- 5. Would you like the final deliverable to be ready for a competitive bid process?**

The final deliverable should be ready for an open and competitive procurement process for fabrication. We will require a Request for Proposals format and will provide DDP's standard language and format to be included.

- 6. Should we include any consultation services for assisting during the bid, fabrication and/or installation processes?**

Yes, please add this a la carte as a "fabrication administration" line item.

7. Is there an accessibility team or officer?

Yes, there is a new Office of Disability Affairs and Advocacy at the City of Detroit, and we will invite them to participate throughout the process.

8. Does DDP know yet the quantity of IKE kiosks and boundaries?

DDP's proposal to install interactive wayfinding kiosks has not yet been approved by the City and is subject to change. We will share details when they have been finalized.

9. Could signage be attached to existing poles?

We are open to the idea of attaching to existing poles. This type of signage may be proposed as a design alternative or included in the final strategy. Signs should be able to be uninstalled and moved, due to construction / sidewalk closures.

10. How far along are the IKE kiosk designs? How much will we know what they will look like?

Please refer to our response to Question 8.

11. Digital content on IKE?

Please refer to our response to Question 8.

12. Will a map be part of the signage that is in this scope of work?

We will not need a map on the signage in this scope.

13. Do you have a desire for signage to be illuminated / lit up? Or will they rely on ambient light?

Potentially. We hope that the selected firm can help us explore during the design process and include this as a design alternative if recommended. Up to this point, we were thinking that signage would rely on ambient light.

14. What frustrations have you experienced in the past on similar projects related to streetscape? What went well and what didn't go well? Re: working with vendors

We have learned to very accurately scope out the contract and ensure everything is included. For example, some of our winter lighting pole decor was getting hit by buses. We now know that designers on contract need to design for the Detroit environment and feasibility in the right-of-way. We also expect that all designers have an in-depth focus on the user experience.

15. Have you been given any boundaries from MDOT, City, Historic related to size, location, or anything that will reign us in related to the design scope.

I have not received specific guidelines for the design criteria. It does not need to coordinate with any existing branding systems; those are separate identities. It would be great if there was a way to incorporate DDP's branding into it, in a way that's flexible / can be altered. There are people from the City that are involved in the working group, so hopefully those constraints will be developed through the process. Please note in your proposal any constraints that DDP will be required to identify and at what point in the project process.

16. Should we assume that you will take out the existing wayfinding?

Yes, all the existing DDP static wayfinding signs (pictured in the RFQ appendix) will be removed prior to new signs being installed. Other wayfinding that exists Downtown including privately-owned and other public signage not maintained by DDP should be assumed to remain.

17. Who is in the Working Group?

The working group is 8-10 people. They would likely want to meet one time with the team during the process and will be involved in the decision making process between alternatives.

18. Does this open up to a larger stakeholder group / community review?

Please include at least one la carte community review meeting. DDP places a large emphasis on community engagement done right. We are open to your recommendation on a community engagement strategy.

19. Who is involved in the approval process?

Working group and any jurisdictional approving authorities.

20. How can we submit?

Digital submissions by email to proposals@downtowndetroit.org are required. You can send an email with a link, if you'd like to send large files / formats. Attached files may not be altered after the submittal deadline. If you have any physical components, they must be referenced in your electronic submittal and may be mailed or delivered to the DDP office at Campus Martius, Suite 380, Detroit, by the submittal deadline. A pre-arranged time is preferred due to building security requirements. DDP does not have capacity to print more than 11 x 17 in-house. DDP tries to stay green and paperfree.

21. Do we need to include a contingency?

You can add any unknowns / things that typically come up through the process as a la carte. I.e. Time, printing, community meetings, etc. Please indicate any reimbursable items, your markup, if applicable, and a recommended budget. Additionally include a recommendation of a contingency dollar amount or percentage of the contract.

22. Will there be City of Detroit public outreach requirements?

There may be a required community meeting, but the project would likely not require a public hearing at City Hall. However, because DDP values inclusivity and community-based projects, we will likely hold community engagement meetings. We especially want to make sure that signage is designed for under-represented populations. Please include how you would address this need in your proposal.

23. Has anyone been particularly vocal about the need for this, or their own individual needs for this?

Yes - organizations like the Greektown Neighborhood Partnership, Quicken Loans, Bedrock, and Olympia Development. These groups are all stakeholders and would like people to visit, experience and explore Downtown. We have been approached on several occasions, separately, and that's how the working group was formed.

24. You mention local fabricators; what do you mean by that?

Vendors from the state of Michigan, preferably Detroit, but we will accept proposals from Michigan vendors.

Additional things to note:

Proposals should list vendor's required needs from DDP to support the success of the project. How can DDP support the vendor through the project?

Team proposals are welcome. Please note all LLC's that will be involved in the proposal and scope work.

If you're interested in bidding on fabrication eventually, you are welcome. That will be a separate project.