



ADDENDUM NO. 1 – WAYFINDING AND BRANDING RFQ

Date: Friday, May 23, 2014
To: All Potential Respondents
From: Village of Orland Park
RE: Responses to Questions Received

This Addendum No. 1 is being issued to provide responses to questions submitted in response to the Village of Orland Park's Request for Qualifications (RFQ) for the above mentioned project. All provisions and requirements of the RFQ documents shall remain in effect. The question and answer period for this RFQ is closed.

All addenda must be acknowledged by signing the Addendum and including it with your submittal. Failure to include a signed formal Addendum with your submittal may deem the submittal non-responsive; provided, however, that the Village may waive this requirement if in its best interest.

The following provides responses to questions submitted for this RFQ:

1. On page 5 of the RFP it states that the Supporting Map information must be provided in GIS format. Is this the Wayfinding Map showing proposal locations of all signs? Or is it a different component?

RESPONSE 1.

This would include the wayfinding map, but any supporting map information that is used to complete the final plan should be provided in paper copy and GIS format.

2. Besides the Village and Downtown branding, what are the other branding efforts?

RESPONSE 2.

There are branding efforts that have been completed by various departments throughout the Village of Orland Park (ie – Police, Recreation).

3. Please clarify that you do not expect a new village brand mark/logo but rather something evolutionary.

RESPONSE 3.

The Village expects something evolutionary that should include a new village brand/logo.

4. Is interior signage including ADA compliant signage a part of the scope? If so, approximately how many building and facilities are included?

RESPONSE 4.

Interior signage is not necessary excluded, this could be a component of the final plan. There are approximately eight buildings not including outdoor recreational facilities.

Page 3 / 4th Sub Bullet Special Event-Changeable-Marketing Signage

5. How do you manage this now?

RESPONSE 5.

Currently these signs are manual and static. Although they are not currently allowed by the signage code, electronic message board signs are being considered by the Village Board of Trustees.

6. How many neighborhoods are there?

RESPONSE 6.

The Village is not asking for individual neighborhood signage, but rather a unifying brand and look.

7. Do you expect site conditions analysis at anticipated sign locations?

RESPONSE 7.

Yes.

8. Is this an opportunity to include discussion of larger overall Village planning/image strategy?

RESPONSE 8.

Yes.

9. Will village-wide public forums be a part of the review process?

RESPONSE 9.

Yes. Tasks 7, 12, 13 are Village wide public forums.

10. Does mock-up refer to 2 dimensional visualizations or are you expecting 3d versions either at actual size or scale model?

RESPONSE 10.

The selected consultant would need to decide the best way to deliver their recommendation through visualization, whether that be in two or three dimensions.

11. Who is on the Steering Committee? The RFQ identifies signs that would occur on properties controlled by other entities, such as the Park District. Would other entities be represented on the Committee?

RESPONSE 11.

The steering committee has yet to be determined but will be comprised of various Village Departments, including but not limited to, Development Services, Administration, Recreation, Parks and Building Maintenance. The steering committee will be comprised of departments under a single entity, the Village of Orland Park.

12. Should this process include presentations to the Park District Board?

RESPONSE 12

No. The Village of Orland Park does not have a Park District Board.

13. Does the Village foresee any public outreach/ public process beyond the Steering Committee?

RESPONSE 13.

Yes. The public process includes presentations made to the Development Services and Planning and Engineering Committee and Village Board of Trustees.

14. Who is ultimately approving the plan? Does the Village Board review the recommended design alternative in Task 8?

RESPONSE 14.

The Village Board of Trustees will ultimately approve the recommended design alternative.

15. Task 2 identifies the Villages previous branding efforts – can the Village share this information?

RESPONSE 15

Yes. Refer to pages 11 and 12 for a sample of the Villages previous branding efforts.

16. Does the Village anticipate any marketplace analysis as part of the branding effort?

RESPONSE 16.

No.

17. If a marketplace analysis is considered, does the Village anticipate any outreach / interviews with local stakeholders?

RESPONSE 17

No.

18. Regarding Task 2, item 2, does the Village require a complete inventory of sign types AND locations throughout the village? OR just a photo inventory of types of signs throughout the village?

RESPONSE 18.

A detailed inventory of sign types and locations is not required. A photo inventory of types of signs would be sufficient.

19. Regarding project Deliverables item #2 identifies design development level drawings for all sign types. We interpret this would be a drawing and associated budget would be provided for each type, but not each sign. Please confirm this is correct.

RESPONSE 19.

Correct.

20. Regarding park signage identified in the RFQ, is the Village looking for primary identification of key sign locations – or a complete wayfinding system including interpretive signage for each park?

RESPONSE 20.

The Village is seeking a wayfinding system that incorporates our park system.

21. Our understanding from the RFQ is that the Village is looking for master planning services only and that any phase 2 work including construction level documentation and specifications would occur as a separate project – please confirm this is consistent with Village expectations.

RESPONSE 21.

Correct.

22. The conclusion of the RFQ's Community Overview section (page 3) makes reference to "responding to market trends and demographic changes". Does the Village have current data for both, or is the gathering and assessment of this information part of the project's scope?

RESPONSE 22.

The consultant must determine if the gathering and assessment of this information is necessary to complete the final plan.

23. The RFQ's Project Goals and Objectives section (page 3) makes reference to "strategies... including but not limited to guidelines for use in signage, web design, etc." Is the project scope limited to how any new brand/identity should be integrated with these elements OR does the scope include design of correspondence templates and/or website design itself?

RESPONSE 23.

The scope includes how any new brand/identity should be integrated with these elements and not the design of correspondence templates or website design itself.

24. The RFQ's Scope of Services section (page 4) list of Tasks doesn't appear to mention any form of public engagement, work sessions, open forums/presentations, etc. typical of a civic project. Is it correct to presume that the project scope does NOT include any activities with the general public of Orland Park?

RESPONSE 24.

No. Presentations to the Development Services and planning Committee and Village Board of Trustees are public meetings. There may be additional public meetings depending on how the project progresses.

26. The RFQ's Project Budget (page 8) is stated as "The Village has budgeted \$100,000 for this project." Could you please provide more information/clarification on what is covered in this total? (Professional Fees? Reimbursable Expenses? Mock Up Fab/Install? & Final Signage Fab/Install?)

RESPONSE 25.

The project proposal should be inclusive of what is necessary to complete the requirements of the RFQ. Final signage fabrication and Installation is not included.

27. Pending your response/clarification to the Project Budget question above, if we feel that the \$100,000 Project Budget is not sufficient, may we propose a project scope that is different than that of the RFQ, but fits within the RFQ's stated \$100,000?

RESPONSE 27.

The Project Budget requirement of the RFQ must be met.

28. Have there been any previous signage studies or wayfinding plans; if so, when were they done?

RESPONSE 28.

No. However, the Village of Orland Park 2040 Transportation plan, completed in 2013 recommended a wayfinding plan.

29. Can you quantify how many meetings (approximately) will be necessary with local and state officials?

RESPONSE 29.

No. Tasks 7, 12, and 13 of the RFQ will be presentations with local officials. Depending on how the project progresses additional meetings may be required.

30. Do you think we could schedule these meetings on days that we are already in town?

RESPONSE 30.

The meetings with Village of Orland Park public officials are regularly scheduled, as the project progresses we may be able to accommodate this request.

31. What has your experience been with governmental review and approvals for your existing vehicular signage?

RESPONSE 31.

The most recent experience has been with the LaGrange Road widening project which included approvals for vehicular signage.

32. We interpret from the RFQ that the scope of work includes master planning, programming and design development. Is it correct that contract documentation and final specifications for bidding will not be part of the scope?

RESPONSE 32.

Yes.

33. Are you considering working with a consultant not from the Chicago area?

RESPONSE 33.

We are not limited to one geographic area.

34. For special event or other changeable messages are you referring to dynamic message signs?

RESPONSE 34.

Currently these signs are manual and static. Although they are not currently allowed by the signage code, electronic message board signs are being considered by the Village Board of Trustees.

35. Are sign mockups a separate reimbursable expense or part of the stated project budget?

RESPONSE 35.

Sign mockups are part of the stated budget.

36. We are located in Philadelphia, PA and would therefore have travel expenses requiring reimbursement. Is it possible for the travel expenses to be budgeted outside the stated project budget of \$100,000?

RESPONSE 36.

No. All costs must be within the stated budget.

37. The RFQ states a minimum of 3 examples of similar work – is there a maximum?

RESPONSE 37.

No.

38. Although we have over 25 years of branding experience with small companies to fortune 500 companies we do not have direct municipal experience. Is this going to eliminate us immediately?

RESPONSE 38.

No.

39. We have completed wayfinding projects for mostly corporations and businesses. Is this going to eliminate us immediately?

RESPONSE 39.

No.

40. Do you have documented inventory of all signage in Orland Park or will that be part of the research and analysis deliverable?

RESPONSE 40.

Refer to page 4 Task 2 and item 1 under project deliverables.

41. What is your timeframe for launch?

RESPONSE 41.

Project launch will be immediate upon reward. Contract must be approved by the Village Board of Trustees which is a 60 day process. Work would commence upon signing of contract.

42. Do you have competitive analysis benchmarking any direction for design?

RESPONSE 42.

No.

43. Page 3 of the RFP refers to "Special Event-Changeable-Marketing Signage". Is electronic signage expected for the changeable signage or does this mean temporary signage?

RESPONSE 43.

Currently these signs are manual and static. Although they are not currently allowed by the signage code, electronic message board signs are being considered by the Village Board of Trustees.

44. Page 3 of the RFP refers to "Municipal Buildings and Facilities". Does this mean exterior building identification signage? Or will interior signage also be required?

RESPONSE 44.

Interior signage is not necessary excluded, this could be a component of the final plan.

45. Page 5 of the RFP refers to the delivery of "Any necessary documents for external agency review." What agency might be performing this review?

RESPONSE 45.

Refer to Page 3, Project Goals and Objectives, Bullet 6.

46. The RFP refers to a "Final Report", but does not mention bid documents.

- a. How will the sign system be procured?
- b. Will bid documents be developed separately?
- c. Will the system be bid as a design-build project?

RESPONSE 46.

Refer to page 5 Project Deliverables number 2, however bid documents are not required as a part of this.

47. Will a message schedule be required for the final report?

RESPONSE 47.

The Village is unsure of what is being asked with this question.

The RFQ Submittal date remains Friday, May 30, 2014 at 5:00 P.M.

Addendum No. _____, **Dated** _____

Signature of Authorized Signee: _____

Title: _____

Date: _____