Long Island City Partnership

LIC COMPASS RFP QUESTIONS and ANSWERS
November 10, 2017

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)
   Companies from outside USA can apply, but we advise them to partner with a local company, which is familiar with New York City.

2. Whether we need to come over there for meetings?
   Key team member(s) must be fully accessible during the course of the Project and are expected to attend bi-weekly meetings unless otherwise determined by LICP.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
   Most tasks will require team member(s) to be present in New York.

4. Can we submit the proposals via email?
   No, all proposals must be submitted in hardcopy, either by mail postage or in person delivery.

5. Is this LIC Compass program pedestrian focused, vehicle focused, or both?
   Yes, LIC Compass is directed at pedestrians

6. What constitutes the Project Area, i.e., All of LIC (9 zip codes) as compared to the Pilot Area (two zip codes) as compared to the Beta Test Area (TBD)?
   Ideally, LIC Compass, at full build-out, will eventually encompass all of LIC, but this Project is specifically focused on a Pilot Area (to be defined as part of the scope of work). The Pilot Area is the same as the Beta Test Area and anticipated to be located within LIC's Core (two zip codes).

7. Please confirm the total area (in acres) of the project (pilot) area.
   The Project's Pilot Area is yet to be defined. It may be a linear corridor or it may be several square blocks. We have budgeted for up to 100 beacons within the Pilot Area, however, it may be that not every sign contains a beacon.

8. Is the Pilot Area/Beta Test to be based on analysis of total Project Area, i.e., holistic approach to signage and wayfinding? In other words, should we, within the context of this project, be studying the full project area and then determine an appropriate pilot area or are we studying only the pilot area and then if successful (and in a future project) looking to roll the program out more widely?
   LICP is looking to design and build a system that can be tested locally on a small scale, and then, work out the kinks, raise additional funds and expand it to cover the larger LIC neighborhood. For this Project, we only include the greater LIC (7 zip codes) for reference as we want the designer to be aware of the larger community. In addition, there will likely be some POIs (digital) that are outside the Pilot Area, but nevertheless, we want to include (e.g. Socrates Sculpture Park and the Noguchi Museum).

9. To what extent is the consultant expected to be involved in developing and tracking the beta test program?
   The technical components of the Beta Testing program will be conducted by others. The Consultant will need to

review the placement and visibility of the physical signage. In addition, the Consultant should be aware of field adjustments, etc., only to the extent it affects the user friendly instructions and marketing material.

10. Is there a timeline for the project in place? What is overall project schedule?
Ideally the project could have the Pilot installed over summer 2018 and testing into the late fall. We envision the Project taking no more than 12 months.

11. Please clarify that the total number of signs for the pilot project is not to exceed 100. Or, rather, if this is the maximum number of signs to contain beacons assuming that not all sign types or signage elements may contain beacons.
The total Pilot Project will contain a maximum of 100 beacons, however, we are open to not all signs containing beacons. LICP envisions some signs acting more like trail markers.

12. Please provide an estimate of the number of stakeholder consultation meetings that will be required and confirm who is to be responsible for developing materials and questionnaires for these sessions.
LICP will schedule all stakeholder meetings, but will look to the Consultant to assist in preparing any necessary material, making presentations, and answering questions related to their scope.

We anticipate the following number of meetings:

> *Technical Advisory Committee   4-6 meetings*
> *(design development of system & beta testing)*
>
> *Stakeholder Committee   3-4 meetings*
> *(LICP Board Members, Community Reps, Government, Elected Official Reps)*
>
> *Community Meetings   2-4*
> *(Presentations at CB1 and CB2)*
>
> *Additional Stakeholder Meetings   3-4*
> *(e.g. targeted users like hotel operators; cultural institutions; local businesses)*

That said, LICP advises the Consultant to include within its response to this RFP who, based on its experience and knowledge of the design process, it should meet with, seek advice and input, etc.

13. Please confirm how much public consultation work is envisioned during the design of the program if any?
See answer above. Consultants should recognize they are designing a service for the public and its success largely depends on the users' accessibility to the system, visually within the neighborhood and on their smart phone. Therefore the Consultant is encouraged to propose additional meetings if they believe such are necessary.

14. Please elaborate on the roles and responsibilities of the Tech Consultants. Are the tech Consultants already under contract to LICP?
The Tech Consultants were involved in the original submission as part of the City's Neighborhood Challenge Grant. LICP is executing its contract with the City for these funds and thereafter will enter into separate contracts with each of the sub-consultants working on the project.

The Tech Consultants work is generally described within the RFP. During the early development of LIC Compass, LICP may determine additional tech work may be required by other tech consultants. If in responding to this RFP, the Consultant believes additional tech-related tasks are necessary, they should indicate such and include a

separate budget for this work.

15. In Section 3 of the RFP (Scope of Services), each sub point contains a bulleted list for the "Tech Consultants". Please confirm our understanding that this is meant as reference only to inform us about the activities that are expected of Connecthings and Vectuel to occur in parallel with the scope being requested by the Environmental Graphic Designer in the previous paragraph(s).
Yes, these bullets are for reference and not part of the Consultant's Tasks.

16. In Task 3.3, please elaborate on bullet point 5 under Tech Consultant, i.e., '...brand/logo is incorporated into beacon sticker and instruction designs.
Here we are telling the Tech Consultant that their digital platform designs must build off the logo and graphics the Consultant is developing and vice versa.

    Because we are looking at all possibilities of an integrated system, the Tech Consultants have suggested that some signs could even be a sticker placed in a shop window with a QR code, Bluetooth, and/or Beacon technology embedded within the sticker. We may or may not decide to pursue this.

    The "instruction design" refers to Task 3.7.

17. In section 3.8, you request a rough estimate for the full build out of LIC Compass. Please clarify if this is an estimate for the build out of the pilot or the full program or both. Also please clarify that this is the work to be done during the project (as part of task eight) and that you are not expecting these estimates to be included in our proposal.
After the Pilot is in place, and the Consultant and team members have developed the knowledge to understand what a full-build out would entail (or at least a Phase II of the roll out), we want the Consultant to provide a ballpark estimate that LICP can use to secure additional funding. This work cannot be provided at this early stage and is not expected to be part of any proposal.

18. Please confirm that the same is true for our estimate "for continuing services to oversee the work".
Yes, the same is true for the Consultant's estimates for this task.

19. Is the Designer responsible for production/design of base maps or diagrammatic maps?
Yes for the Diagram Map noted in Task One. All other maps will be prepared on screen by the Tech Consultants. It is likely LICP and the Tech Consultants can supply the base map to be used for the Diagram Map if need be.

20. Permitting is usually provided by a signage contractor or permit expediter. Please advise if this service can be provided by a sub-consultant to the project team or as a service provided by the selected signage contractor.
LICP does not yet know the full scope of the permitting required as LIC Compass is to be designed as a supplemental system to existing street signs and may or may not be placed on existing street poles. Regardless, we see the Consultant assisting LICP in determining what agencies need to approve portions of the project and working with these agencies at an early stage to ensure ultimate permit approval if needed. We see this work as something the designer would be involved in and not a separate expeditor.

    It is fine to have a sub-consultant as a separate fee for services related to installation of the final designed system.

21. To what extent is LICP willing to consider a design-build arrangement for this project?
We are open to this arrangement. If proposing please be sure to separate out fees for all tasks, however, as some of the funding for this project can only be used for soft costs and other portions for hard costs.

22. Can you provide more information about the amount of funding being allocated for the Environmental Graphic Designer?
Only that we wish we had more funding than we do.

23. Can you share budget for Pilot Program Beta Test?
The budget for the Pilot largely depends on the design and the boundaries, the Consultant will assist in defining.

24. The RFP indicated that LIC Links suggested ways to incorporate wayfinding signage into urban design interventions. Were any of these suggestions piloted?
LIC Links was a study undertaken ten years ago. It summarizes many of the issues that remain true today, only more so given the tremendous growth and economic activity in LIC. The Walk NYC Kiosk (containing static maps) may have been an outgrowth of the study. These are useful if you are near one for viewing a basic map of the area within a 10-minute walk. Unfortunately, there are too few to assist most and are not easily updated.

25. Please define what is meant by 'the digital platform', as stated in Section 2.1.
The digital platform refers to all material on-screen.

26. How were the digital components determined? What was the planning/strategy involved to determine the requested solutions, namely a beacon-based system?
The beacon component was proposed as a solution during the initial Neighborhood Challenge and we believe it to have many merits. That said we are open to other technology solutions and encourage the Consultant to bring that expertise to the table. We are open to testing proposals and finding the best solution that can feasibly be implemented. If a firm is proposing a task outside this RFP, please be sure to clearly state such as a separate cost.

27. Is LIC open to additional or different digital components, such as a native iOS/Android wayfinding/tour app and/or website?
Maybe, see answer above. For the most part we want to build on existing apps (beyond Google Maps and Yelp) and are interested in seeing if recent developments such as "Like a Local" might be part of the digital platform interface. We are not really interested in building a completely new App as most of us find we already have too many on our phone. It is also critical to us that the physical signage component works with or without the digital connections.

28. If so, is LIC open to licensing software for the digital tools, or is it expected that the software solution will be custom built for LIC who will become the exclusive owner?
Probably not. See answer above.

29. If LIC is open to additional digital solutions, can the budget be reviewed after the functional scope for the digital component has been determined? Or would it be expected that the proposed budget needs to be a fixed-fee/account for unknowns?
We are open to reviewing proposals which may separate out other digital solutions.

30. Should the budget include a maintenance plan? What is the expected length of time for that service?
We anticipate our Tech Consultants will provide maintenance services for all on-screen material and the beacons. Once the signage system is designed, we will have a better idea of the useful life of its different components and will ask the Consultant to provide a maintenance plan for the signage as part of Task 3.7 Marketing, Testing, and Maintenance.

31. Should the budget include a progressive enhancement plan to allow for software/hardware improvements, improved UI, user-feedback, etc.?
    LICP anticipates this work to be performed by its Tech Consultants as part of the Beta Testing Task as well as with students from Cornell Tech and LaGuardia Community College.

32. How should the established LIC logo coexist with the LIC Compass brand as far as hierarchy/emphasis/position is concerned?
    The LIC Compass may have its own identity, however, we would like the Consultant to explore possible design relationships with LICP's logo.

33. Will feedback from the various committees and stakeholders establishing the Pilot Project Boundary, be available before Schematic Design gets underway?
    LICP is open to the Consultant, based on its experience and knowledge, proposing adjustments to the schedule of stakeholder input and tasks.

34. What are the respective roles (scope) of Connecthings and Vectuel, your tech consultants?
    LICP is in the process of refining their scopes and contracts at this point and thus cannot share more than what is outlined within the RFP for each task under the heading "Tech Consultant".

35. Their tasks are outlined in the RFP, but have the tech consultants begun any work to date?
    No. See Above.

36. Can the signage permitting be undertaken by the eventual fabricator?
    It is important to LICP that LIC Compass is implementable. Therefore, we anticipate the need to identify early what permits may be required and work with those permitting agencies as early as possible. This will require some work by the Consultant prior to implementation.

37. For Task 2.3: can you estimate the number of "relevant meetings"?
    Please see answer to Question # 11 above.

38. Does documentation/mapping of sidewalk ownership exist? Are there streets under DOT jurisdiction?
    DOT has jurisdiction over the streets. LICP is knowledgeable about public and private ownership of LIC and will work with the Consultant as needed. We do not anticipate significant work on the Consultant's part in determining ownership and jurisdiction.

39. Can you provide the number of the committee members who will initially approve the brand/logo together with their names and background experience?
    Not at this time, but LICP's Board does have a Streetscape and Transportation Committee and we anticipate sharing with them two designs for their feedback. Members of LICP's full Board are identified on its webpage.

40. Can cost to build and install the program wait until the preliminary design concept is approved?
    Yes. The cost for the actual signage will be determined as part of the Project and will be paid with separate funds that can only be spent on capital costs.

41. Has any budget or range of fees been established for this assignment?
    LICP has dedicated funds for capital costs related to fabricating and installing the physical signage components. These funds require a match, part of which are in hand. Additional funds may need to be raised or the scope of the Pilot scaled back depending on costs once the Project is designed.

42. The LIC Links Report does not appear on either the EDC or DCP online archives. Can LICP provide a copy of the report?
We will get a copy scanned and post it on our webpage by Monday.

43. To confirm, is the Consultant to identify the overall Project Pilot Area to work within or will this be predetermined by LICP?
It will be a team effort once the Project is underway.

44. Will the Consultant be given the opportunity to interview Stakeholders beyond the meetings set up by LICP, if they felt it was beneficial to the project?
Yes

45. Besides the listed selection criteria in the RFP, is there anything else that would help a firm stand out in the selection process?
Sharing in LICP's passion and enthusiasm to design and build LIC Compass as a great asset to the LIC community.

46. Will the Consultant be asked to work on further rollout of the LIC Compass system into other areas if the pilot program is successful?
Yes, the Consultant will be asked to submit its fee proposal for continuing its work as part of Task Eight.

47. Is there a maximum budget that the LICP needs to stay within, including the build out and installation?
Yes, but depending on how the Project proceeds, we may pursue the full build-out in phases or narrow the geographic area it covers.

48. We understand the LIC Compass project will supplement the NYC DOT existing signage including the Walk NYC, but, could you expand on how you anticipate this project will integrate with the existing Walk NYC system?
The Walk NYC kiosk are assets to any system because they provide free-standing neighborhood maps. LICP would like to explore any opportunities to integrate its technology components with these Maps. LICP will invite DOT staff familiar with the Walk NYC program to participate in its Stakeholder Committee.

49. From the "Existing Reports" section, are all the Walk NYC signs already implemented in the area? Is it expected to have more of these signs installed in the future?
This is yet to be determined.

50. Are the LIC Compass signs expected to have a map?
For the most part the map component will be on-screen. Again, however, we are open to suggestions by the Consultants and from the Technical Advisory Committee.

51. What would be the role you anticipate for NYCDOT in the project?
Participate on the Stakeholder Committee, Technical Advisory Committee, and if necessary an approval agency.

52. Is there an estimated number of meetings with "key stakeholders" as listed in 3.1?
See Question # 11.

53. Should we assume the "Tech Consultants" line items in Section 3 are in the scope of Connecthings and Vectuel? Or should we be participating in those tasks / meetings?
Yes, these are the anticipated tasks to be covered under Vectuel and Connecthings contracts. Biweekly meetings will address work of all firms and we want the firms to all be working together to ensure a successful outcome.

54. In 3.4, will the schematic design be presented to those stakeholders in one larger meeting or various individuals meetings?
See the response to Question # 11. In general, we see smaller meetings with specific user cohorts.

55. We typically recommend that any zoning / permits are submitted by the fabricator since those permit requirements often require detailed construction and engineering information. Please confirm that it is acceptable to leave city permitting out of the design scope?
Please see answer to Question # 35.

56. We understand that the programming of locations and messages for the pilot program should be included in 3.5 Task Five of the process. Should programming of locations and messages for the whole project area also be included?
No, that would be part of a future phase, however, the Consultant should understand the full range of signage needs and design a complete signage typography system.

57. Will the design consultant or technology consultant be drawing / developing the maps that are mentioned in the RFP?
Please see response to Question # 18.

58. Please elaborate of 3.7 "The consultant shall work with LICP and assist in the preparation of a marketing strategy". To what extent would you like the consultant to be creating or helping to employ a marketing strategy?
LIC Compass must be designed to be highly visible and easy to use, even if someone has no knowledge about it. Nevertheless, we want to take advantage of LICP's multiple public relationships and partnerships to get the word out. The Consultant is asked to prepare a small, visually simplistic instruction card or "LIC in your pocket". In addition, the Consultant is being asked to assist LICP in outlining its marketing of the Pilot Project. This will largely consist of visuals that can be put up on the LICP website, postcard mailing, and perhaps an online survey.

59. The RFP mentions a beta test – where does that fit into the process? Should we assume that the signage and identity design will also be tested during this time?
Yes, the system will be beta tested as the tech components are being designed and as a whole once the Pilot Project is installed. Once the Pilot is in place we do not anticipate major adjustments by the Consultant unless the graphics have fatal flaws in legibility or the interface has major defects.

60. Pages 4 and 5 requests the inclusion of "secure permitting" for the Pilot. Typically, permitting is the responsibility of the qualified fabricator during the implementation process. Please confirm if permitting should be included as part of the Designer's scope of work.
Please see answer to Question #35. The Consultant will be responsible for ensuring its design are acceptable to any permitting entity. LICP will assist in this effort. Securing any final permits required may be part of the installation phase to be carried out by contractor. The Consultant may provide separate estimates for this task if desired.

61. Page 4 requests the development of a signature graphic. As this could vary, could LICP provide additional clarifications for the expectations of a signature graphic deliverable (e.g., an LICP Compass logo, brand identity, color palette, et. al.)?
We expect the signature graphic to include a full identity brand with a LIC Compass logo, color palette, and typography to be used on all signs and markers, web applications, LIC Compass pocket card, and marketing materials. Also see answer to Question #31.

62. Is there an anticipated overall project schedule or major project milestones that should be considered at this time?
    Please see answer to Question #9 above.

63. Can you share how many Design Consultants received the RFP?
    Based off recommendations from other NYC BIDs and our own research of firms, LICP sent via email an announcement of the RFP to approximately 16 environmental graphic designers and design firms. We also widely publicized the RFP on our website, in our weekly e-newsletter, and posted to websites such as IDA, APA, SEGD and Design Gigs for Good.

64. Is LIC Compass the final and approved program name?
    LICP selected this program name as part of its Neighborhood Challenge application. We believe the name has much merit and do not want the Consultant to spend resources on coming up with a new name. That said, we are open to suggestions of a different program name that references the goals and objectives of the proposed project.

65. Is there any initial work from Connecthings and Vectuel that can be shared regarding the beacon / digital strategy and interface?
    The Tech Consultants have not started their work.

66. Can you further define what is meant by "physical interface between sign and beacon?"
    For signs that will include a beacon, please provide within the sign specifications where on the sign and how the beacon should be mounted or placed.

67. Can you provide a roles & responsibilities matrix between all partners, including Connecthings and Vectuel?
    This will be provided once all consultant contracts are executed. Please base your proposal on the outline we provided within the RFP and on your experience and knowledge you will bring to the table to ensure the project is a success.

68. Will there be a single point of contact on the Client side who will coordinate required interface and approvals with local businesses, civic groups, DOT, DOB and other outside agencies?
    Yes, there will be a primary point of contact at LICP who will coordinate required interface and approvals.

69. Do we need to include fees for the preparation of presentation / review materials for DOT, DOB and other outside agencies?
    Fees for this work are assumed to be part of the overall Scope of Work.

70. Will the Client provide direction on preferred featured local business / amenity / destination listings?
    Yes, LICP can provide some direction on preferred local listings but we anticipate input and feedback from LIC community stakeholders for the majority of listings.

71. Is it possible to receive location plans and design documentation / guidelines for the WalkNYC Neighborhood Maps program?
    Once the proposed project begins we will request from NYC DOT permission to share location plans and design documentation / guidelines for the Walk NYC program.

72. How many meetings are anticipated with committees and stakeholders per phase? Will they be combined or separate?
Please see answer to Question # 11 above.

73. Is there a target budget for the initial pilot program?
Please see answer to Questions #22 above.

74. Is there a target completion date for the pilot program?
Please see answer to Question #9 above.

75. Is there a target completion date for the full program? How many installation phases are anticipated?
The completion date and number of phases is contingent on the design and success of the Pilot Project.

76. Will the visual communications be single language, bi-lingual or multi-lingual?
Long Island City and Western Queens in general are very diverse, bi- and multilingual communities. We hope the project will be accessible to all members of the community and this may include some of the visual communications, online platforms and marketing materials to be bilingual or multilingual. The use of universal graphics instead of text is encouraged.

77. Does the Client have preferred signage vendors and expeditors?
No, but LICP encourages local vendors to participate.

78. Do the Tech Consultants bullet-point tasks within the Scope of Services define Connecthings' and Vectuel's tasks?
Yes, these are the anticipated tasks to be covered under Vectuel and Connecthings contracts.

79. Beyond the printed and web-based instructions, what elements may be part of the 3.7 Marketing strategy – posters? Bus shelters? Billboards? Has an implementation budget been established?
LICP will assist in developing the overall Marketing Strategy, but we are looking to the Consultant to recommend the elements and strategy based on their experience and expertise.