



RFP - Village Sign Design Project Questions and Answers

The Village of Mukwonago has received a number of clarifying questions with regard to the RFP for Village Signage. Below are questions asked and answer provided.

1. For the 10-page limit, does this allow for double sided pages?
 - 10 Page limit refers to actual # of pages and not printed # of pages – 2 side is OK.
 - Your proposal should be within the 10 page which would include basic references info, supporting documents such as insurance, etc. may be provided in an appendix. A cover with a title and image etc. would not count towards the page limit.

2. For the 10 pages or less requirement, does the cover letter, case study examples, and resumes count in that page limit?
 - We are looking for proposal to include:
 - Provide a brief description of previous work with municipalities and WI DOT and specifically experience with environmental graphic design, identity and brand development, destination marketing and wayfinding.
 - Explain experience as a consultant and provide two references from past contract work.
 - Describe the general project approach that would be employed to complete the project.
 - Provide a cost proposal associated with each part of the work specified. (i.e., each type of sign (vehicular wayfinding, pedestrian wayfinding, etc.)
 - Provide information regarding manufactures whom you firm has directly worked with and those specifically within travel distance to SE Wisconsin.
 - Information such as case studies, detailed resumes, etc. can be provided in an appendix or supplemental information.

3. For the references, are you requesting case studies and contact names, phone numbers, and emails so that you can contact the reference to ask questions, or do you want a written letter of recommendation submitted with the proposal? If you want a written letter, do those letters count in the 10-page limit?
 - We are looking for a list of clients, a short narrative, and client contact information so that we may contact the references. If you have written letters you would like to include or additional information that information can be provided in an appendix or supplemental information.

- 4.



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5. Are the pedestrian and vehicular guide sign layouts included in the RFP firm standards or will you entertain our recommendations? Because of our experience in working with WisDOT and local DOTs throughout the US, we see that there are several non-compliant elements in the designs.
 - The layouts contained at the end of the RFP are concepts provided from a streetscape plan. The Village is seeking design recommendations and compliance with Wis DOT and Waukesha County standards the images are only intended to show information that has been shown to the community in the past 18 months.

6. Is the sign location plan for these signs also included the RFP firm recommendations? One key aspect of our wayfinding process is to perform a site survey and analysis.
 - Interested firms may propose two options. Option one would be for the firms to preform the site survey and analysis. The second option would be for the firms to propose Village Staff to preform the site survey and analysis. Village staff has experience with site survey regarding other communities and projects.

7. We like the new Mukwonago logo but wonder why the branding on the 2 sign examples does not support it.
 - The Mukwonago logo was adopted in late 2020 and officially began use in January of 2021. The sign examples date to early – mid 2020 prior to the logo project beginning. Please also refer to the answer in #2 above.

8. 5. Since Covid is going to be with us for a while longer, will you allow for Zoom (or other online meeting platforms) be the primary meeting format? We would still want to be on the ground in Mukwonago to survey the project area, meet with your team and interview key stakeholders.
 - We are open to meetings occurring via Zoom or other on-line format to provide safety to all and to keep meeting and travel cost to a minimum. At least one final in person presentation to the Village Board should be factored into any proposal (this can include just one person from the team).

9. On page 6, you state that: "...manufacturing of phase one signage in the Fall of 2020". We assume you meant 2021.
 - Correct "... manufacturing o phase one signage in the Fall of 2021."



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10. Also on page 6, under “Phases” you indicate in phase 3 that historical tabletop informational signage is included. Do you mean interpretive signage? If so, would the Village be providing written and photographic content, or would you require the designer to provide content research and writing services?

- We are looking for interpretive signage panels.
- Content and photographs would be provided by others at a future date.
- The Village is only looking for a template(s) for the panels. With content to come later.
- We anticipate that these signs would be funded through various programs with the Historical Society, but we want a standard and specs that can be used going forward.

11. On page 7, item F, you state that our proposal should "...be provided in the following numbered format as listed below", but on page 8, item I, you state that the proposal should be organized differently. Can we have a little liberty in how we organize the information? We will hit all the key points you require in a concise and measurable manner.

- We acknowledge that conflict between pages 7 and 8. All points should be address. We will allow for flexibility regarding organization.

12. On page 8, you request pricing schedules to be included in item 1: The Cover Letter and in item 4: Inclusive Budget. May we eliminate the pricing in the cover letter and only include a schedule on the Inclusive Budget page? It will be redundant to include pricing in 2 places and use up valuable page space.

- The Village recommends that the Cover letter address the pricing. If a pricing proposal might be complex or very detailed the cover can direct the reader to the inclusive budget.

13. Does your design scope include assistance with fabrication bidding?

- At this time, the Villages intent is to BID the fabrication separately, which we anticipate will be handled by the Village. If you would like to respond with additional options or alternative services that should be detailed in the response.



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14. Does your scope include production oversight - evaluating fabricator's shop drawings and samples, evaluating their request for material and/or technique deviation (much like an architect manages a building contractor)?

- At this time, the Village intent is to have the production oversight handled by our Public Works and Planning Departments. If you would like to respond with additional options or alternative services that should be detailed in the response.

15. You ask that we must "Provide a cost proposal associated with each part of the work specified. (i.e., each type of sign (vehicular wayfinding, pedestrian wayfinding, etc.)". Our process, as most wayfinding design firms also follow, addresses the design of all sign types comprehensively and not as individual elements. It would be difficult and not practical to separate pricing according to each sign type. May we provide a fee schedule according to standard project steps i.e., Assessment & Planning, Concept Generation, Design Development, Documentation, etc.?

- The Village will accept a fee schedule according to standard project steps.

16. Would you require public presentations or workshops?

- The Village does not anticipate any public workshops. Applicants will need to plan for one final in person meeting to the Village Board.

17. What are the expectations for public engagement? How many meetings do you anticipate?

- We will have a small committee of staff and about 3 people and then there will be the presentation to the village board. I would anticipate at least two meetings with the small committee. The committee meetings can be virtual. Village board at least one person should be in attendance in person.

18. Can you describe the review-and-approval process? For example, will The Village Council need to approve our work at the end of each phase/task in order for us to progress to the next phase/task? Or will there be a Steering Committee who approves our work, with presentations to The Village Council for information only?

- A small committee of about 3 people and staff will assist moving through the process with final approval at Village Board.



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19. Would you require preparation of WisDOT submittals?

- The RFP states that the drawings shall meeting all WisDOT standards. To assure that the final products meeting the WisDOT standards the consultant may propose to have the department review the drawings where applicable. The Village anticipates any contract between the Village and the Consultant will include a clause stating that the documents must meeting WisDOT standards and if upon submittal for approval by the Village the plans are denied by WisDOT then the consultant will need to modify items to bring to WisDOT standards with no additional cost.

20. Do you have any sort of budget range in mind for both Design and Fabrication? This will give us an idea how to tailor the design approach and to design a buildable program within the limits of the fabrication complexity.

- The Village currently has a budget for both the design and fabrication of the phase one signage, (phase one includes downtown vehicular and pedestrian wayfinding signage). The Village anticipated funding of other phases and sign types will occur in future budget cycles, through donations, or incorporated into other projects.

21. Is there an anticipated design or construction budget for the project?

- Currently, we do not have a specific design or construction budget. We believe that construction budget will be difficult to estimate at this time without a knowing the simplicity or complexity of the design or materials etc. The design budget we anticipate will cover both design and detailed specification drawings that can be used for bidding purposes.

22. Are we to include design drawings with our Design & Planning proposal?

- You can provide examples of other similar projects.



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23. No discrete Work Phases or Tasks are included in the scope description. Can we assume the following Tasks?

- Task 1: Preliminary Research
 - Task 2: Programming, Schematic Design, and Budget Pricing
 - Task 3: Design Intent Documentation
 - Task 4: Bidding Assistance (Phase 1A only)
 - Task 5: Contract Administration (Phase 1A only)
- Task 1-3 are good assumptions for tasks and should be included in some manner.
 - Regarding Task 4 and 5 listed above – the Village may go through the bidding process on our own or seek assistance. We would suggest that Task 4 and 5 noted above be included as options with a price that the village might choose as an add on option.

24. *Section D. Project Overview and Scope – Construction Drawings* (page 6 of 11) indicates implementation will occur over time as funding is available while *Phases* section (page 6 of 11) provides detailed phasing summary. Are Bidding Assistance and Contract Administration phases part of scope? If so, are they limited to Phase 1A only (vis-a-vis available funding)?

- The village may go through the bidding process on our own – We would suggest that Tasks 4 and 5 be included as options with a price that the Village might choose to select as alternates.

25. Articulating fee on a sign type-by-sign type basis is unconventional (per *Section F. Request for Proposals* [page 7 of 11]). Can we provide our fees broken down by Phases/Tasks instead?

- Yes – please just be clear regarding articulating how the fee is expressed.

26. *Section G. Time Schedule* (page 7 of 11) indicates project will begin on May 24, but the Bid Opening is not until May 26. Please clarify.

- The time schedule appears not to have been updated. The Village Board meeting, Project Begins, should be June Dates.



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27. Regarding *Section G. Time Schedule*, what constitutes Completion: approved design intent documents?

- Approval by Village Board would signify the completion of the task to allow for moving forward with BID on sign Construction and installation.

28. *Section H. Consultant Selection Process* (page 8 of 11) indicates criteria includes “pricing for products and services”. Our understanding is the scope is for design and documentation services only, no products. Please clarify.

- Correct no products would be provided. We are looking for design services and construction documents that can be then used to solicit bids for products and installation.

29. *Section I: Submission of Proposals, Item #11* (page 9 of 11) indicates the need for liability insurance not less than \$5M. This amount is higher than conventional limits of liability for our discipline/s. Is the Village willing to fund the difference in coverage?

- Please indicate your preferred liability insurance number and this can be discussed during the contract approval process.

30. *Section I: Submission of Proposals, Item #13* (page 10 of 11) indicates that The Village has the right to use “any and all information, concepts, and data submitted in the response to this RFP”. We interpret this to mean any work product the selected consultant generates once under contract; is this correct?

- Correct this refers to the information, concepts and data that provided by the contractor for the scope of services after a consultant is selected and under contract.



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31. Please confirm that Phase 1(A) implementation is confined to vehicular directional signage in the immediate downtown area as shown on the supplied Downtown Masterplan (pages 13-14); i.e., a total of ±7 signs.
- Pages 13-14 are examples from a prior planning process and were provided and information purposes. Phase 1 (A) is within the downtown area signage may be more or less than what is depicted on the map, more likely more than 7, as there are no vehicular signs depicted at the main intersection of downtown which is a key connection point to many parts of the community.
32. Reading the RFP it seems the Village has done recent work on branding. Is it anticipated that the awarded consultant would do additional branding?
- The Village has done some recent branding, are not looking to start afresh but building upon the branding that has been developed over the past 1.5-2 years.
33. For references, are you looking for a short project narrative written by the consultant with a client contact or a reference written by the former or current client?
- We are looking for a list of clients, a short narrative, and client contact information so that we may contact the references.
34. Has the wayfinding design in the RFP been approved by any Village committees or boards?
- The wayfinding signage attached was part of a proposal for streetscaping that had multiple options for streetscaping and other design features. A formal adoption of the examples provided has not occurred. In addition, these examples did not address or respond to the branding direction that the Village board did formal approval in late 2020. See current logo.



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35. Understanding implementation will be done in a phased approach, will the Village be requiring bid ready construction drawings for all phases of signage? Would this include electrical design if applicable?

- The Village is hoping for bid ready construction docs for all phases. We do not anticipate much electrical design required; possibilities might include a kiosk. If electrical is used, we would anticipate the use of ground mounted signage for signs that might be used for a park.

36. Who will make up the selection committee?

- There is a small committee of three citizens and staff. The Village Board will approve the final designs.

37. Would you like us to include consulting fees to assist during the Phase 1A bid, fabrication, and installation processes?

- You may provide those fees as an alternate or additional service if you would like.

38. On page 6, can you clarify this sentence..."Standards for the inclusion of non-public facilities such as "landmark" individual stores or other private facilities will be required, as well as a clear written policy regarding such identification."? Are you referring to including these destinations on vehicular or pedestrian sign types?

- If these types of destinations are included on the wayfinding signage, then it has been staffs experience from other communities that there should be a policy to identify what types of destinations that are not public should be included. We are not looking for a complex policy, but just enough to provide guidance going forward if nonpublic destinations are included on the wayfinding signage.



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39. On Page 9, the Proof of Errors and Omissions Insurance is requesting \$5,000,000 coverage. That is quite high for a design and planning firm. Is our insurance coverage noted below acceptable?

- We have received several questions about this range. Please provide what you believe is standard for the industry. We will postpone discussion of coverages until a consultant has been chosen. If you believe that the requested amount is higher than normal, please indicate what the additional cost might be to reach that level above and beyond standard practice.