

Downtown Wayfinding LCI RFP Q&A

- 1. Are you able to disclose the budget for the next phase for construction and implementation? If so, does this number include the budget for fabrication?**

The budget is still being developed in real-time, and the opinion of probable cost from this phase will help to inform the final number.

- 2. Are there existing signage / regional guidelines we need to abide by? Or does this scope require a new guideline document to be created for new wayfinding phases or regions to come online after 2026?**

[A Directional Signage Program Policies and Administrative Rules](#) document defines the eligibility, use, design, and authority for the current system. This document should be used as a starting place for updates, but ADID is open to refreshing it if necessary. Additionally, vehicular signage should comply with the MUTCD.

Guideline documents created through this process are primarily intended for use in Downtown. However, the long-term expansion of the system to additional areas should remain a consideration.

- 3. Is there an existing brand standard for the City of Atlanta?**

No.

- 4. Since retrofit and existing poles are a strong consideration, does this leave room for other sign typologies that don't use this infrastructure or require different mounting conditions?**

Yes.

- 5. We note a 6-month deadline for engagement, discovery, and conceptual design is very tight to get to construction drawings. Is there flexibility on the timeline? Are there external factors that are driving this timeline?**

The intent is for construction drawings to begin at the end of the 6-month engagement. Flexibility exists provided that installation can still occur before the World Cup. If the 6-month timeline cannot be met, please indicate the proposed timeline in the proposal and share how that aligns with the final installation deadline.

6. Will a local consultant need to be engaged?

A local consultant is not required.

7. Does the DBE consultant need to be in state? Does a national certification qualify for the DBE certification?

DBE certification for this project is from the Georgia Department of Transportation.

8. Please confirm that proposers must have a minimum of 17.6% DBE requirement in order to participate.

The DBE percentage is a goal.

9. During the pre-bid call it was noted that the DBE % can be allocated to any particular effort/task/expertise within the scope (e.g. art consultation, research and engagement, design, etc.), as appropriate to the bidders proposal. Please confirm.

Confirmed.

10. Are there any Atlanta or Statewide business registration requirements for this project we should be aware of?

No.

11. What is the expectation for in-person representation at meetings throughout the course of the project, and that teams should incorporate into fee and travel assumptions

The teams should propose in-person representation as they see fit to accomplish the scope. All travel must be included in the fee.

12. In addition to stakeholder engagement sessions noted in the RFP please define the minimum meeting requirements for reviews/approval at each stage/phase of the project.

For tasks 1-2 and 5, two rounds of review are anticipated: one by ADID and another by relevant members of the stakeholder steering committee. For tasks 3-4, an additional review is anticipated by the City of Atlanta. These City of Atlanta reviews will each require one additional meeting.

13. What is the anticipated level of engagement for city and council meetings with regard to the need for preparation of materials and presentation of materials?

It is not currently anticipated that council presentations will be required for this project.

14. Is the development of graphic orientation maps a requirement for this scope (to update or replace existing maps (signage and visitors bureau etc.)? If so, will the city provide GIS map backgrounds for use in development of these graphics?

It is not a requirement for this scope. However, if maps are developed, there are existing GIS base maps that can be shared.

15. We understand that the scope of all signage is in the public right-of-way within the scope area and therefore will not require coordination (including review and approval) with GDOT; please confirm or advise if otherwise.

The majority of the right-of-way in the study area belongs to the City of Atlanta, and they are the permitting agency. GDOT does have some right-of-way within the district. We anticipate including GDOT on the stakeholder steering committee.

16. We understand that while there is a stated preference to maintain existing pole structures for signage to avoid planning coordination with the City, the extent of design evolution (maintain and update existing signage versus complete redesign) is open to recommendation pending preliminary site evaluations and stakeholder engagement; please confirm.

Confirmed.

17. In addition to vehicular and pedestrian wayfinding in the city, are there any other types of wayfinding amenities that need identification and definition i.e., bike paths, historic trails, etc.

Bike paths and transit should be considered.

18. Should the scope anticipate the development of any types of destination identification including buildings, institutions, transit destinations beyond wayfinding?

No.

19. Can any documentation be provided that shows the locations and messages of the current signage?

The map of original locations is available [here](#). The current inventory will be made available in a GIS format to the selected team. The destination names are cross-referenced [here](#).

20. We understand that the scope does not mandate an existing signage audit, other than as it aids and supports the work efforts and solutions for the project; please confirm.

Confirmed.

21. Will a comprehensive sign removal criteria be required for the project?

If it is proposed to remove some—but not all—signage, criteria should be developed to determine which signs should be removed.

22. Have any of the recommendations from the 2017 study been implemented?

No.

23. Are any viewshed studies from the Department of City Planning available?

No.

24. Can you please confirm that we should use direct labor rates in estimating our costs?

Confirmed.

25. As noted in the RFP for Task 1, the steering committee will meet four to six times during the process to review various stages of work. Can you please confirm these meetings are expected to take place over the course of Tasks 1 through 5?

Confirmed.

26. Could you give insight into the ADID's approval process and levels for internal review?

ADID's internal review process is relatively streamlined. The project manager will meet directly with all key staff members, streamline feedback, and provide it back to the team. Review is also anticipated with the City of Atlanta.

27. We understand that there has been a steering committee established for a certain number of reviews. Who (which group) can we expect to meet with during internal reviews for approvals in order to proceed to the next Task?

The project manager will provide final approval after streamlining feedback from other key team members.

28. Who is the ultimate decision maker for each Task?

The project manager with input from other stakeholders and ADID team members.

29. Does signage design need to go through any city agency reviews?

Yes. It is anticipated that the design will need to go through the Atlanta Department of Transportation and the Department of City Planning.

30. How do you envision the public engagement opportunities? A presentation to community members, or through interviews, surveys, etc? What level of engagement with the artist community does ADID desire within this phase?

The proposing team should recommend the public engagement and artist engagement format. The goal with artists is to ensure that design parameters developed in this stage can be cohesive across multiple wayfinding elements and can allow for the future successful incorporation of public art.

31. Can you please elaborate on what you envision as the content deliverable in Task 1, "content suitable for social media, project webpage (utilizing ATL and DTN platforms) and promotional content", and clarify you mean by "suitable"?

Content should align with existing brand standards and be formatted to be useful on the relevant platform.

32. We understand the interest in integrating tactical elements into the wayfinding system. In anticipating that meeting multi-sensory needs will involve a thorough investigation of various interventions and tools, are you currently working with consultants who specialize or have a deep knowledge of these needs and tools?

No.

33. Task 3 notes that the deliverable should detail the conceptual design intent and design guidelines for implementation. Can you please confirm the final design deliverable for this scope of work is design development documentation?

Confirmed.

34. Can we anticipate working with an authority in order to fully understand if our signage recommendations deviate from the Atlanta Directional Signage Program Policies and Administrative Rules?

This scope should inform recommended deviations from the Atlanta Directional Signage Program Policies and Administrative Rules. ATLDOT, who owns most of the right-of-way in the scope area, will be a part of the steering committee.

35. How do you envision the consultant's collaboration with IKE Smart City? Would there be a separate review and approval process for any wayfinding designs and/or planning utilizing the IKE kiosks?

Coordination with IKE Smart City should occur alongside partners at the City of Atlanta. It should be a collaborative process to understand the potential options under the City of Atlanta contract with IKE. Review will be required before approval.

36. Can you please clarify that the Attachments C and C-1 are not included in the 25 page count limit?

Attachments C and C-1 are not included in the page limit.

37. The very recent *Future of Wayfinding Atlanta Downtown* appears to have had extensive stakeholder input, yet the first deliverable of this RFP is asking for additional stakeholder input. Was there something (some group?) that was not covered in the Jan '24 document that you're wanting this effort to correct, amplify or augment?

The 2023 Future of Wayfinding Atlanta Downtown included a survey and a charrette with key stakeholders to help inform the future of the wayfinding system. That work should be used as a foundation for future engagement, but additional detail is needed on specific concepting and design.

Questions received after the Q&A deadline are not included.