



RESPONSES TO QUESTIONS ON REQUEST FOR PROPOSAL – WAYFINDING SIGNAGE

Thank you to all of those who have sent clarifying questions in response to the RFP for Wayfinding Signage. As Town of Gorham embarks on a wayfinding project for the first time, we are learning in real time the different directions we can take in terms of the overall scope of work. Below is some additional clarification on what the Town will consider from prospective applicants, as well as answers to submitted questions.

- **Design/Build Services:** Firms that can provide the full suite of services detailed in the RFP are encouraged to apply. Budget details are expected for the initial assessment work and design standards. Fabrication cost estimates can be provided through examples of similar projects (if possible) and/or a cost range estimate.
- **Design Services only:** We recognize many firms specialize in wayfinding design services with the intent of Design-Bid-Build approach to the project. We encourage these applications for submission as we will determine how best to approach fabrication in subsequent phases.
- **Fabrication only:** If you are a fabrication/sign making company, we encourage you to share your qualifications in this area. If the Town decides to work with a design-only firm initially, a future phase of the project will involve bidding out for fabrication and (possibly) installation.

Please feel free to contact Kevin Jensen, Economic Development Director by email (kjensen@gorham.me.us) or phone (207) 222-1628, if you have more questions.

GENERAL

Is the proposal due via email only on March 29th?

- ***Town Response:*** Submissions must be received electronically by March 29th at 5pm to Kevin Jensen, Economic Development Director (kjensen@gorham.me.us). One hard copy version must be post marked by March 29, 2024, delivered in a sealed package clearly labeled with the consultant's name and address to the following address:

*Kevin Jensen
Economic Development Director
Town of Gorham
75 South Street
Gorham, ME 04096*

Would you provide a copy of the community's brand standards for us to review?

- *Town Response:* All brand standards, logos and the Town seal are now available as addendums to the RFP announcement, and can be found [here](#).

Are you interested in receiving proposals from out-of-state consultants?

- *Town Response:* Yes, we are accepting proposals from out-of-state applicants.

Do you have organizational and local support for this project?

- *Town Response:* Yes, the project received direct funding support from Gorham Town Council.

Aside from the goals and objectives identified in the RFP, what are your top three issues and/or challenges that have preempted the Town to propose this type of project?

- *Town Response:* The Town is launching this initiative to address the lack of any wayfinding signage, aside from gateway signs at town boundaries. Gorham is a growing community and the need to provide directional guidance to residents and visitors was identified in our Comprehensive Plan as a need for community and economic development purposes.

Has your organization implemented a project like this before?

- *Town Response:* The Department of Community Development has managed recent planning and beautification initiatives, including a village master plan, pedestrian scale lighting and a Bicycle and Pedestrian Plan.

PROJECT SCOPE

Would you clarify and expand if the intent in *Task 4: Fabrication and Installation* is to fabricate and install signage throughout the Town?

- *Town Response:* Design and finalizing overall content of signage is our priority, and fabrication and installation will be addressed through a phased approach. The goal of the project is to establish a cohesive design plan that can be implemented throughout town.

What are the Town of Gorham's expectations regarding ongoing maintenance and support for the signage and wayfinding systems after installation? And if there is an existing maintenance plan or protocol for managing and servicing signage assets within the town.

- *Town Response:* Maintenance and support services may be included as part of a proposal but it has not been specifically spelled out as a requirement. The Town does not currently have a maintenance plan in place for this initiative.

You are requesting that Fabrication and Installation be a part of this proposal. We intend to partner with a sign contractor for this effort. With that said, submitting costs for a project that has yet to be analyzed, planned, or at least preliminary designs developed is challenging. Would you be comfortable with providing fee ranges/expectations from projects of similar scope and caliber with the expectation that a more detailed fabrication cost would be submitted during the course of the project?

- *Town Response:* Yes, providing fee ranges/expectations from similar past projects is acceptable for budget estimates on fabrication and installation services.

Please confirm that you are looking for a bid-ready plan as the final deliverable for this RFP, not fabrication or installation of the signage.

- *Town Response:* The final deliverable will be a design plan that is suitable for fabrication and installation bidding. Fabrication and installation estimates should be included if the firm (or partner firm) can provide this service. Applicants may apply as design/build, design only, or fabrication/installation only.

Can you provide the existing wayfinding sign inventory that needs to be updated and was mentioned in the RFP?

- *Town Response:* The Town does not currently have any wayfinding signage, only limited gateway signage at certain locations.

Are you looking for a new photographic audit of all the existing wayfinding signage? If so, approximately how many existing signs are there?

- *Town Response:* No.

Can you confirm this is a Design & Planning RFP only? Please confirm you are not expecting a Design / Build process.

- *Town Response:* The priority is for a design plan to be completed. The Town intends to move ahead with fabrication and installation at key sites, and the full implementation of the project will involve a phased approach.

BUDGET & FUNDING

Is the TOTAL cost of the Gorham Wayfinding signage project (design and its fabrication and installation) being funded by some grant or is it funded by Gorham taxpayers' dollars?

- *Town Response:* Funding for the wayfinding project was included as part of the Town's FY24 municipal budget. Currently, the project does not have any other source of funding beyond municipal funds.

Does the City have a budget in mind for the Wayfinding Project?

- *Town Response:* The Town has researched similar projects completed or underway in nearby communities. There is not a finalized budget amount for the entire project, especially as we expect to approach aspects in a phased format.

Could you share the project budget or an expected budget range?

- *Town Response:* A current estimated budget range for the entire project is \$100K - \$150K.

It is our understanding that ‘Task 1: Inventory and Assessment’ and ‘Task 2 Recommend Wayfinding Policies and Criteria’ are intended to define the scope moving forward. Until this has been defined, how do you foresee applicants forecasting a Project Budget and firm fixed fee as part of the proposal?

- *Town Response:* Firms are invited to provide estimates for services involving initial assessment and identifying threshold areas for signage placement. It is acceptable to provide a budget range and, if possible, examples of past projects.

SCHEDULE & TIMELINE

What are your expectations for public engagement? What does your review/approvals process look like and who are the stakeholders? Is there community engagement as part of the design process?

- *Town Response:* Town staff expects to take the lead in engaging with the selected firm on the project. A group of community stakeholders who served as a steering committee on a past project would be utilized to provide feedback on the project.

Do you have an anticipated schedule or timeline? Is there a deadline for completion of the work?

- *Town Response:* We hope to start the project in late spring/early summer. It is expected the initial phase will include determining the overall scope of the project and to finalize a design plan, either for continued work with the vendor or for a fabrication bid process within 3-6 months of project start date.