

Addendum: Responses to Questions

- **Can you provide the black paint spec for the harp-lamp poles?**

Yes. Please see the following image used for painting City of Milwaukee streetscape.



- **Can my firm provide multiple solutions?**
Yes, but because of limited time to implement the proposed solution, the committee prefers a turn-key, cost-effective solution to implement in early 2020.
- **Can a design firm partner with a contractor?**
Yes. We anticipate a project team to form through this process to deliver a new design and execute the new design.
- **Will there be two contracts for this project (between Milwaukee Downtown, BID #21 and design firm and Milwaukee Downtown, BID #21 and contractor)**
No. We would prefer that the Project Manager, submitting to this RFP, will be responsible for managing sub-contractors, temporary employees for project, etc. One agreement, as drafted in this RFP, will be executed between Milwaukee Downtown, BID #21 and the Company (Project Manager).
- **Can my proposal exceed 20 pages?**
Yes. To help expedite the review process, we are looking for a limited number of pages to convey your proposed design solution, timeline, budget, and previous wayfinding work. Additional photographs/documentation of previous projects may be added in excess of 20 pages.

- **Will the Department of Public Works provide support to refinish and paint the existing poles?**

Yes. However, the Proposer should include the cost to de-install the poles, delivery to DPW's sign shop, and re-installation of refinished poles. This cost should be separated from the new panel unit cost.

- **Do I need to utilize services of the Department of Public Works?**

No. The Proposer should make the decision of whether to utilize the services offered by the Department of Public Works.

- **If my solution is proprietary will Milwaukee Downtown, BID #21 defend my proposal as classified information?**

Yes. If proposal is deemed proprietary, it is not subject to Open Records.

- **Please verify that the sign header is everything above the top pole "shoulder" per our site visit as opposed to the dashed line as described in the meeting?**

The "head unit" refers to the entire unit attached to the pole. This currently includes the line "Downtown Milwaukee" and above.

- **What are the current sign materials?**

The existing poles are likely built from aluminum, but other materials can be used if the design or brand aesthetic requires additional materials.

- **VISIT Milwaukee, old wayfinding, and Milwaukee Downtown marketing assets* (vector based files, logos, sign iconography, colors). *I understand that the design may be a complete departure from these, but it is very helpful in our creative process.**

Yes. Please refer to Exhibit E in the RFP, "Existing Wayfinding Aesthetics." Note, the type changed in the PDF version.

- **Are you able to provide an interested bidder list and or visitor log from last Friday?**

Yes. This will be emailed to attendees from the mandatory pre-proposal meeting, held on Friday, October 18.

- **Thinking about future master plan wayfinding expansion, can you share other signage/physical assets that would be ideally fall under the plan (neighborhood wayfinding, city assets, county etc) as a point of reference.**

Yes. VISIT Milwaukee currently includes unified visitor maps on Wisconsin Avenue kiosks (8 replaced in the summer of 2019 with updated attractions) and Bublr Bike stations. Additional opportunities for an expanded unified wayfinding system include collaboration with Milwaukee County Parks, Milwaukee County Transit System, the Department of Transportation and other civic agencies. Currently, the downtown

wayfinding system primarily consists of Wisconsin Avenue attraction directional signage. This RFP will only address updates existing wayfinding system. As additional funding becomes available, expansion of the new wayfinding system could come in the form of supplemental signage on existing infrastructure, new wayfinding signage existing interstates into downtown, unified sign colors, etc.

- **Can you confirm or clarify - the awarded contractor is responsible for transportation to and from and coordination with DPW on the sign posts - both on the removal and the return and installation?**

Yes. The awarded Company is responsible for coordinating the de-installation of the existing poles on Wisconsin Avenue, transportation of the existing poles to the DPW sign shop, transportation of the refinished poles to Wisconsin Avenue, and installation of the poles.

- **Can you verify that although some of the terminology/names/descriptors will change for attractions, the approximate amount of content in each sign will be the same. (i.e. there won't be a large amount of content added or removed to your knowledge)**

New DOT standards limit the number of attractions for each sign (four attractions per sign, but best-practice is three attractions per sign). The new head units/panels must be compliant with the current Manual on Uniform of Traffic Control Devices (MUTCD) and other wayfinding best-practices.

Please note all questions pertaining to this RFP are due by October 25, 2019 at 12:00 PM CST.