

Terminal Wayfinding and Signage Standards

NON-MANDATORY PRE-PROPOSAL
MEETING

April 15, 2024

RFP No. 23-24/24



Agenda

Introductions

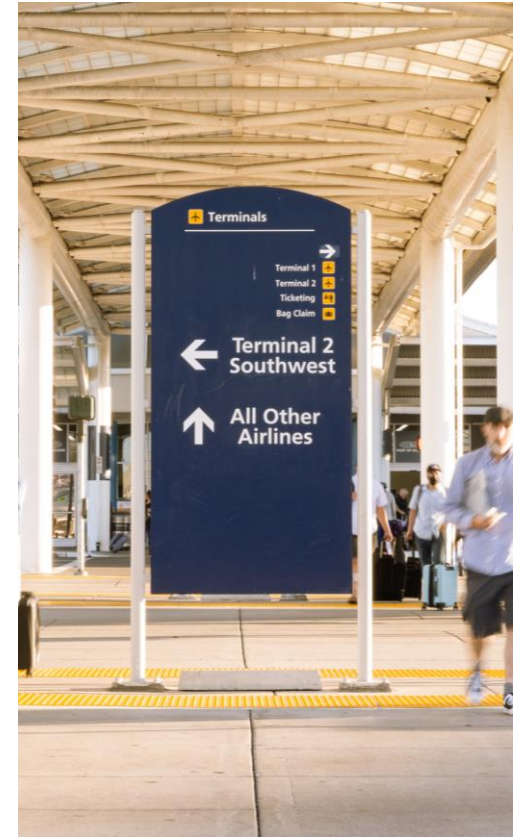
- Port Project Team: Sharon Grewal (Project Manager), Joan Zatopek, Eva Lillie, Stacy Mattson, & Ernesto Santos Jr
- Port Team: Nickulaus Sioson, Kamal Hubbard, Adrienne Massey, & Saima Kumar

RFP Project Overview

- Port of Oakland Non-Discrimination and Small Business Utilization Policy
- Port of Oakland-Insurance
- RFP/Purchasing
- Scope of Services

Terminal Site Walk

- Terminal Wayfinding and Signage
- Interactive Map



Living Wage Policy

Non-Discrimination and Small Business Utilization Policy

Kamal Hubbard, Contract Compliance Officer
Social Responsibility Division
khubbard@portoakland.com
(510) 627-1162

LIVING WAGE POLICY

LIVING WAGE

Hourly Rate (July 1 annual adjustment)

Port Ordinance No. 3666

\$19.44/\$19.95 **without** health benefits (as of July 1, 2024)

\$16.93/\$17.37 **with** health benefits (as of July 1, 2024)

Compensated Time Off

At least 12 per year, including holidays

Employee Notification

Directly in writing **AND posted** in communal areas (from SRD: Social Responsibility Division)

In English, Spanish and majority languages

Elation Systems Payroll Reports

Name, address, date of hire, occupation classification, rate of pay, benefits paid

Quarterly (March 31, June 30, September 30, and December 31)

NON-DISCRIMINATION AND SMALL LOCAL BUSINESS UTILIZATION POLICY (NDSLBP)

Purpose:

Nondiscrimination

Create and grow businesses in the Port's market area

Local Impact Area (LIA): Alameda, Emeryville, Oakland, and San Leandro

Local Business Area (LBA): Alameda and Contra Costa counties

Certification Criteria:

Local Impact Area (LIA): Alameda, Emeryville, Oakland, and San Leandro

Local Business Area (LBA): Alameda and Contra Costa counties

Must be LIA for SBE and VSBE

SBE: \$36,000,000

VSBE: \$5,000,000

Lease/mortgage for past 12 months in LBA/LIA

Applicability:

Locally funded contracts

Certified at time of proposal submittal (5 business days application review)

Get Certified/ Find Certified: <https://srd.portofoakland.com>

NDSLBUUP BENEFITS & REQUIREMENTS

Benefits to SBE/VSBE:

- 10 business day Prompt Payment from Port (with complete invoice and documentation)
- Up to 15-point Rating Bonus
- For contracts under \$1,000,000 Port may make twice-monthly payments

Requirements of SBE/VSBE:

- 5 business day Prompt Payment to subs
- Enforcement mechanisms: penalties, liquidated damages, nullify contract, debarment

Port of Oakland-Insurance

Adrienne Massey – Senior Risk Management Analyst

Saima Kumar – Risk Management Analyst

Risk Management

Scope of Services



Task 1: Assessment of Existing Conditions



Survey existing terminal signage system and identify potential challenges in appropriateness, location, available space, messaging, and aesthetics.



Identify potential conflicts with existing regulatory and warning signage and potential cluttering of signage and provide recommendations.



Evaluate vehicular and pedestrian circulation patterns, and passenger behavior to establish the existing flow patterns and key user groups.

Task 2: Industry Best Practices

- Provide a description of industry best practices and potential innovative application at OAK.



Task 3: Establish Wayfinding Strategy & Design



Define wayfinding objectives.



Develop a wayfinding strategy that establishes a hierarchy for various wayfinding components and sign elements based on factors such as location, function, identity, and architectural vocabulary.



Create signage concepts for the wayfinding system that encompass elements such as, but not limited to, aesthetics, typography, illumination, color/finish, materials, nomenclature hierarchy, and seamless brand integration. These concepts will be visually presented through plans, elevations, and rendering diagrams, demonstrating how they collaboratively fulfill the wayfinding objectives.

Task 4: Planning & Programming

Develop an outline of the types of signs that will be needed during normal operation and construction / temporary conditions.

Proposed optimal signage locations that align with the wayfinding strategy and the sign type outline.

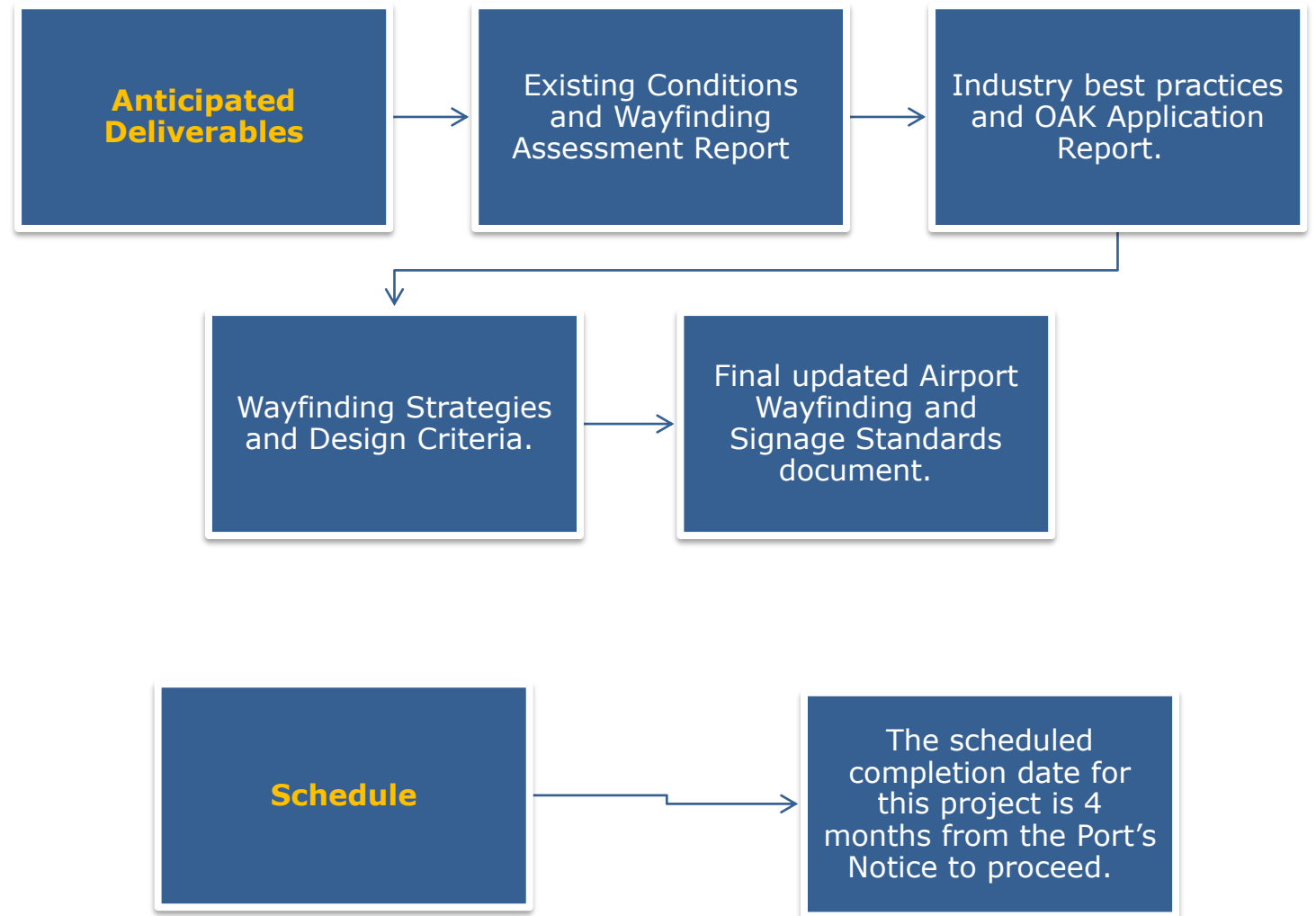
Prepare a variety of signage option packages and conduct stakeholder workshops for project team and other internal stakeholders to review.

Identify sustainability opportunities in design and construction.

Recommend sign fabrication materials, typical sign suspension, structural attachments, and connections included in the proposal. The proposal should include physical mock-up samples. Provide rough order of magnitude cost comparisons of fabrication materials for stakeholder consideration.

Prepare rough order of magnitude cost of the recommended signage option packages.

Deliverables & Schedule



RFP / Purchasing

RFP POINT OF CONTACT

Nickulaus Sioson, Senior Procurement Analyst
Port Purchasing Department
nsioson@portoakland.com
(510) 627-1140

RFP / Purchasing

RFP Schedule

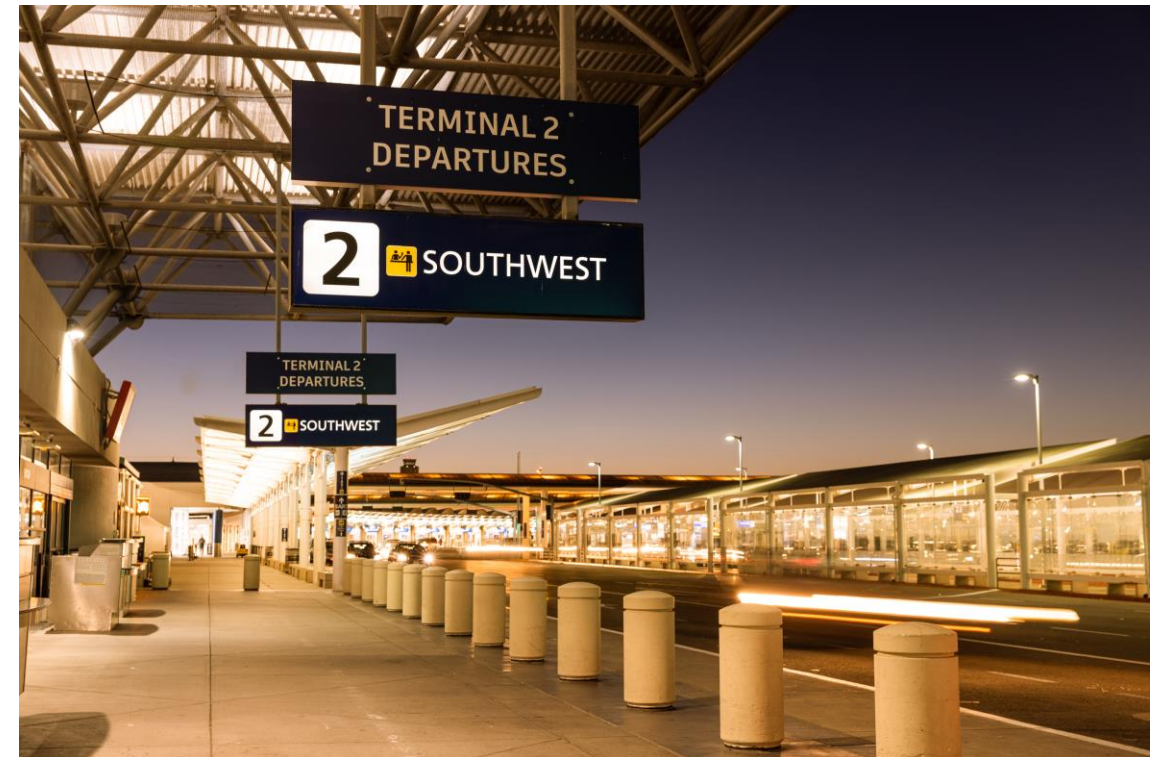
- **RFI Questions Due: April 19, 2024, until 4:00 P.M.**
 - Submit all questions to Nickulaus Sioson at nsioson@portoakland.com.
- **Response Date: April 26, 2024**
- **Proposal Due Date and Time: May 10, 2024, until 11:00 A.M. ONLY**

SUBMITTALS

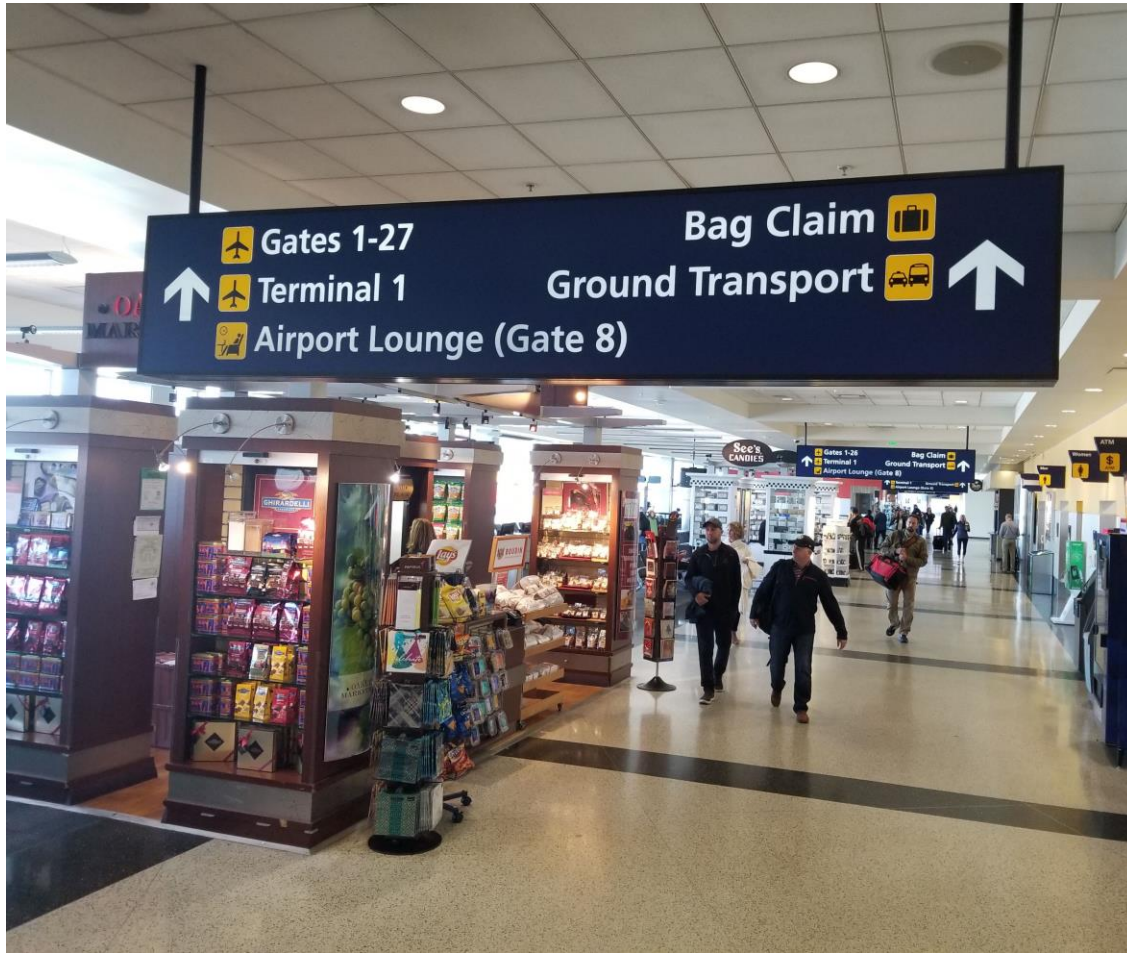
Reminder to Submit Proposals via Liquid Files. Please login to Liquid Files at the above listed URL and click on the **“Register”** button to upload your proposal to nsioson@portoakland.com. Do not email your proposal to the buyer directly. Your proposal must be uploaded to the Liquid Files’ site to be accepted by the Port. Once your Proposal has been uploaded to Liquid Files, you will receive a copy of the email that Liquid Files generates to the buyer with your proposal.

LATE SUBMITTALS:

Electronic Proposals received after the Proposal Due Date and Time stated above will not be downloaded by the Port.



Terminal Site Walk



Terminal Wayfinding and Signage



OAK Interactive Map

<https://maps.oaklandairport.com>

