



# PORT OF OAKLAND

Purchasing Department  
530 Water Street  
Oakland, CA 94607

**April 26, 2024**

## **ADDENDUM No. 1**

### **RFP No.: 23-24/24, Consulting Services for Terminal Wayfinding and Signage Standards**

This Addendum modifies the original RFP Documents for the above-mentioned RFP. **Acknowledge receipt of this addendum in the space provided on the RFP Acknowledgement and Signature Form (Attachment 3). Failure to do so may disqualify your proposal.**

**The following correction has been made to the above-referenced RFP:**

I. Correction: On the II. Scope of Services, item **C. Projected Timeline and Length of Contract**, is amended to read as follows:

#### **C. Projected Timeline and Length of Contract**

Proposers should present schedules based on the tasks in the RFP, but the project should be completed within **12 months** from the Port's Notice to proceed. Further details should be included in the submittals.

**There is no other correction to RFP 23-24/24.**

**The following questions were submitted by the deadline and are answered in this addendum.**

1. **Question:** Would it be possible to find a list of other site visit participants or bidders? We often network and consult / sub-consult with other organizations on larger projects, this would help us coordinate.

*Answer: The pre-proposal sign-in sheet and list of firms that accessed/downloaded the RFP document have been posted on the Port website.*

2. **Question:** During the pre-proposal meeting it was suggested that this project team would be responsible for a scope of work made up of 4 tasks. The final task was described as a complete plan documenting all future sign locations, including options and cost estimates for primary and options. This project would be followed by a design-build RFP for executing that work. That does not sound like design-build which would leave some of the design scope for the execution team, additionally the suggested 4-month timeline for survey, design and documentation is extremely short for a project of this size. Please confirm if this is still the process being proposed and if there is flexibility in the schedule.

*Answer: The RFP is for Consulting Services for Terminal Wayfinding and Signage Standards and the project will focus on the outlined tasks stated in the RFP. Regarding contract length, see question 3.*

3. **Question:** Given the concerns about timing of the project, would the client be willing to accept alternate work phase timing/schedule recommendations that differ from the schedule listed in the RFP, without being penalized?

*Answer: See correction statement above.*

4. **Question:** Do vendors expressing interest in bidding on this RFP have to be based on the state of California.

*Answer: No.*

5. **Question:** For those who were unable to attend the pre-construction meeting will they be able to access drawings, specs etc. of the airport.

*Answer: The Port did not host a pre-construction meeting for this project. On April 15, 2024, the Port hosted an optional pre-proposal meeting. The meeting presentation has been posted on the Port website.*

6. **Question:** Is an out of state vendor eligible to submit a response to the RFP and are they required to have a company representative on the premises at all times.

*Answer: Yes, an out of state firm can participate and is not required to have a representative on the premises at all times.*

7. **Question:** Can the client share the list of firms that attended the pre-bid presentation and site visit?

*Answer: Yes, the pre-proposal presentation and sign-in sheet have been posted on the Port website.*

8. **Question:** Are there any upcoming planning, expansion or renovation projects that will influence this project?

*Answer: The Port will provide the project information to the selected consultant.*

9. **Question:** Who will be the stakeholders for this project?

*Answer: The Port of Oakland Project Team.*

10. **Question:** Is back of house signage included in this project?

*Answer: No.*

11. **Question:** Can the client share the slide deck that was utilized during the pre-bid presentation?

*Answer: Yes, the pre-proposal meeting presentation has been posted on the Port website.*

12. **Question:** Do subconsultants need to be on the Port of Oakland's preferred/prequalified firms?

*Answer: Subconsultants do not need to be in the Port of Oakland's SRD directory of certified firms. However, to receive preference points for subconsultant participation, Port-certified firms will need to be included on your team.*

13. **Question:** Will working on the Signage and Wayfinding Standards preclude the winner from a potential RFP to fulfill implementation scope?

*Answer: Whether the successful firm will be precluded from contracts for later phases of this project depends on a fact-specific analysis under applicable conflict-of-interest laws and regulations. That analysis will include recent amendments to California conflict-of-interest laws. We encourage proposers to consult with their legal counsel for guidance on this matter.*

14. **Question:** Is OAK's current dynamic sign system content being managed in-house or under a 3rd party CMS agreement?

*Answer: In-House.*

15. **Question:** Is there a pre-determined meeting calendar for PORT stakeholder leads to review and approve project milestones/deliverables? This may impact schedule.

*Answer: There are no pre-determined Port meetings that will impact the schedule.*

16. **Question:** Can the client confirm whether the "physical mock-up samples" mentioned in 'Task 4: Planning and Programming' anticipates fully constructed sign prototypes (e.g. utilizing actual materials, methodologies, and technology) or massing mock-ups (e.g. signage designs printed to scale to review in-situ)? Fully constructed sign prototypes are typically prepared by a contracted signage fabricator during the submittals phase of the project implementation.

*Answer: For clarification, the Port is looking for massing mock-ups to review signage designs printed to scale.*

17. **Question:** Can the client confirm if the final deliverable of the outlined scope includes full programming documentation (sign location plans detailing every sign location and associated sign message schedule), or programming criteria (typical locations and placement criteria for each type of sign), anticipating that full programming documentation would be completed as part of the future implementation scopes of work?

*Answer: The Port is seeking programming criteria for typical locations and placement criteria for each type of sign.*

18. **Question:** Will this RFP include a rebranding effort? - Today's news reported that Oakland Airport is looking to change its name to San Francisco Bay Area Oakland Airport.

*Answer: No.*

19. **Question:** Will this project consider placemaking or historical displays for landmarking or strictly signage?

*Answer: The focus is wayfinding and directional signage.*

20. **Question:** Will this RFP include parking short-term and long-term lots?

*Answer: No, this RFP does not include the parking lots.*

21. **Question:** Will the main entrance gateway on Doolittle be included in this program?

*Answer: No.*

22. **Question:** Will the Bay Area Rapid Transit (BART) art platform and BART pathways be included? all on Port property?

*Answer: BART platforms and pathways are not included.*

23. **Question:** Can you provide current signage and brand guidelines?

*Answer: Port will provide 2004 signage standards. Additional documents will be provided to the selected consultant.*

24. **Question:** Who are the decision-makers, i.e.,: will this project have elected officials involved? Port Commissioners?

*Answer: The Port of Oakland team will be the decision-makers.*

25. **Question:** Are as-builts for existing signage assets on the property available?

*Answer: No*

26. **Question:** Will tenant (airline and concessions) signage be included or a revision of landlord/ tenant guidelines?

*Answer: No*

27. **Question:** Will large ad space on hangers be included in this RFP to update rental guidelines?

*Answer: No*

28. **Question:** Will Ad panels in airports be included for guidelines or technology recommendations?

*Answer: No.*

29. **Question:** Project period of 4 months seems very short if you want to do a full audit, design, strategy, and programming. What is driving this schedule?

*Answer: See Question 3.*

30. **Question:** Bid documents and mock-ups are involved, are bid documents part of the scope of this RFP?

*Answer: Bid documents are not required for this project. See question 16 for massing mock-up response.*

31. **Question:** Is this a master plan level design submittal?

*Answer: No, this is an RFP for Consulting Services for Terminal Wayfinding and Signage Standards*

32. **Question:** Confirm that the scope of work is only from curb to gate. Confirm that roadways, commercial operations, and all parking are excluded from this scope.

*Answer: The scope of work is from the first curb to the gates. Passenger parking lots are excluded from the scope of work.*

33. **Question:** Text from RFP: “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.” What do they mean with concepts? How much design (%) and what do they mean with this?

*Answer: The Port is requesting options to update and enhance our customers' wayfinding experience from the first curb to gates.*

34. **Question:** What will be the expected NTP?

*Answer: Fall 2024.*

35. **Question:** Is there any indication of the project budget?

*Answer: No*

36. **Question:** How long is the badging process typically take and will this be taken into account as it will take time from the overall expected project duration.

*Answer: If badging is deemed necessary, the process will take approximately 4-6 weeks.*

37. **Question:** Will there be opportunities to tour the site before and after the meeting at the 1 pm meeting? Or will we only be allowed to walk around the site during the pre-proposal meeting?

*Answer: We have to escort all individuals, so likely only during the meeting. Participants are welcome to arrive early or stay later in the public areas (pre-security).*

38. **Question:** Can the client share the driving force behind the project?

*Answer: Modernization and passenger experience.*

39. **Question:** Can the Port please define the scope boundaries? Is this expected to focus on interior only, or including roads and curbside?

*Answer: See Question 32.*

40. **Question:** Can you confirm if mock-up costs are to be included?

*Answer: Yes, the cost of the massing mock-up should be included in the cost estimate.*

41. **Question:** Can the client clarify if advertising and promotional signage is included in our scope for this proposal?

*Answer: Advertising is not included in the scope of this proposal.*

42. **Question:** Please define “seamless brand integration”, for example, would the signs need to incorporate branded elements?

*Answer: The Port will provide the project information to the selected consultant.*

43. **Question:** Is digital signage in scope, or separate?

*Answer: Digital signage may be an option for consideration.*

44. **Question:** Would the digital layouts be included in this scope?

*Answer: Yes.*

45. **Question:** Can the client confirm the breakdown of weighting to the Small Local Business Utilization Policy?

*Answer: See Attachment 5 of the RFP.*

46. **Question:** Reference is made in Provision F to Reimbursable Expenses being part of the base contract amount; however, Appendix B notes Approved Reimbursable Expenses. Can the Port please clarify, particularly around travel expenses?

*Answer: See RFP Table of Contents, description of Attachment 11 (Standard Professional Services Agreement), which states: “(Note: If awarded the contract, the successful Respondent will execute a revised version of the Port’s standard Professional Services Agreement, which will be consistent with the provisions of this RFP.)”*

47. **Question:** Are the existing wayfinding standards in an editable format (i.e. Illustration/InDesign)?

*Answer: No.*

48. **Question:** Is there an expectation to completely redo the existing standards manual, or make revisions based on the study?

*Answer: Port is open to a complete redo or revisions related to the scope of work from the first curb to gates.*

49. **Question:** Is there an expectation on public engagement on the project assessment and proposed options?

*Answer: No.*

50. **Question:** Will this new sign standard be applied to future terminal expansion projects?

*Answer: This is an RFP for Consulting Services for Terminal Wayfinding and Signage Standards that will be applied at Oakland International Airport (OAK).*

51. **Question:** Can the client confirm that cover page, table of contents, and section divider/label pages are not included in the 20-page page limit?

*Answer: Yes, those items are not included in the 20-page limit.*

**There are no other questions to RFP No. 23-24/24.**