

# Town of Los Gatos

## Downtown Master Plan for Wayfinding and Signage RFP

### Clarifications/Responses to questions received (posted on 7/15/21)

- 1) Question: Is the Town looking to hire a consulting company to plan and design the Wayfinding/Signage project now and then another RFP/Bid will be release later on to select the technology vendor or if the Town is looking to hire a team that will include all task now?  
Answer: Occupancy counting and functional digital signage would be a separate and later RFP. The current Wayfinding/Signage RFP would create a wayfinding master plan with sign design work and parking branding design. The master plan would likely designate where any digital signage would be, its dimensions and basic functionality, but would not specify the actual technology.
- 2) Question: I was sent your RFP yesterday and I wanted to know if Julie Dixon is still involved with this? I know she did the original study and asked for our input on PGS and wayfinding. If she is still involved with Los Gatos can you clarify to what extent?  
Answer: Dixon Resources Unlimited is still under contract with the Town of Los Gatos, but not currently performing any work. They are on retainer, so to speak, primarily for answering questions about the original study or providing input or suggestions to our work toward the Parking Roadmap. Dixon Resources does not have any involvement in the Wayfinding RFP.
- 3) Question: Are firms that have worked on or participated in parking studies for the Town (either as prime or sub consultant) within the past three years eligible to submit a proposal for this engagement as either a prime consultant or in a sub consultant role?  
Answer: Yes. After conferring with the Town Attorney, partners or participants of the Parking Study are eligible to submit proposals for the Wayfinding RFP. There is not a conflict of interest.
- 4) Question: What is the Town's intentions relative to the design and procurement of space occupancy counting systems for parking facilities. Are those going to be procured via separate RFP and, if so, what is the planned scope and timing of that RFP?  
Answer: Occupancy counting and related functional digital signage would be a separate and later RFP. The current Wayfinding/Signage RFP would create a wayfinding master plan with sign design work and parking branding design. The master plan would likely designate where any digital signage related to occupancy counting would be, its dimensions and basic functionality, but would not specify the actual technology. The date or scope for that RFP has not been set.
- 5) Question: For the proposal submittal, is using a Drop Box link in the email acceptable?  
Answer: Yes, the proposal documents can be submitted via a Drop Box Link in an email.
- 6) Question: For the submittal information, do you want references in Chapter 3 and 4?  
Answer: Chapter 3 - Qualifications requests previous related experience with contact information for that experience. Chapter 4 - References requests formatted reference information. The references in Chapter 4 (Attachment C) would typically be the same contacts identified in Chapter 3 but could also be different references. For example, maybe your firm did some dissimilar work, but this reference could attest to your firm's professionalism and

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creativity. This reference could be included in Chapter 4 but would not typically be included in Chapter 3.

- 7) **Question:** Are you requesting sign installation within 26 weeks from the project start date?  
**Answer:** The timeline is negotiable and has some flexibility. Your proposal should address how your firm will approach the tentative schedule. The project is a priority for the community and there is urgency for the completion of the project. Temporary Parking Wayfinding signage should be installed as early as reasonably possible. We would expect significant portions of the fixed signage to be installed or in progress by the end of the 26-week period. There is the expectation that custom made bases, poles or hardware could extend the completion date. There is also expectation that the occupancy counting, and electronic signage will be an extended project in and of itself.
  
- 8) **Question:** Is the project timeline flexible? What is driving the timeline?  
**Answer:** The timeline is negotiable and has some flexibility. Your proposal should address how your firm will approach the tentative schedule. The project is a priority for the community and there is urgency for the completion of the project. The expected improvements should enhance the visitor experience and help drive Downtown's economic vitality.
  
- 9) **Question:** What is the budget for this project?  
**Answer:** The budget is confidential, but it was set by several budgetary estimates that we requested. The Wayfinding Master Plan will help set and prioritize the construction budget.
  
- 10) **Question:** How many downtown parking lots do you currently have?  
**Answer:** There are currently 12 municipal parking lots in Downtown containing approximately 1100 parking spaces. There are also approximately 600 on-street parking spaces Downtown.
  
- 11) **Question:** Can you clarify the request for regulatory signs?  
**Answer:** Our focus is to evaluate and improve all signage Downtown to eliminate confusion and improve vehicular and pedestrian navigation through Downtown. This may include updating, adding or removing regulatory signage.
  
- 12) **Question:** Can you clarify the request for point of interest signs?  
**Answer:** Our goal is to be welcoming and maintain or enhance our small-town charm. We feel this can be partly accomplished by highlighting interesting things or history. We are looking for the consultant to help identify those points and make them as interesting as possible.
  
- 13) **Question:** Would you like us to include trail sign type designs and programming documentation (locations and messaging) for within the Los Gatos Creek Trail or just direct to it as a destination?  
**Answer:** Signage along Los Gatos Creek Trail is not part of the scope of this project. The trail entrances would be destination points for downtown signage. However, trail entrance signage could include downtown destination points to encourage trail users to visit Downtown and would be included in the scope of this project.

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- 14) Question: Is the business license required to submit a proposal or for the awarded firm only?  
Answer: A business license is only required for the awarded firm. Proposals can be submitted without a business license.
- 15) Question: The City of Los Gatos has previously completed design and installation of a system of wayfinding for guests to the downtown area. Is it your intention to augment/supplement that system? Replace the current system?  
Answer: Part of the analysis of current conditions would be to evaluate all existing signage, but we are expecting that the current wayfinding system would be replaced.
- 16) Question: Would you provide any information available about that previous design system and locations for the existing wayfinding program?  
Answer: Previous design information is no longer available.
- 17) Question: Your RFP mentioned we need to match the budget, but none is given: Could you share the budget?  
Answer: The budget is confidential, but it was set by several budgetary estimates that we requested. The Wayfinding Master Plan will help set and prioritize the construction budget. Approval of the final type of signage and mounting design will be contingent upon that the costs fall within or match the final construction budget approved by Town Council. This project is of significant importance to the community and the delivery of a highly effective end product is a very high priority for the Town Council.
- 18) Question: Proposal summary (Chapter 1) specifies the number of pages: Is there a number of pages required for Chapters 2-9 as well?  
Answer: No, there are no specific page requirements for chapters 2-9. However, we prefer proposals that are clear, concise and specific to the information requested.
- 19) Question: Please share the mentioned 'Towns brand guidelines' we will be required to use for the Parking Branding  
Answer: The current Town Branding Guidelines are under final review and awaiting intellectual property right protections. The guidelines are fairly typical and allow for a fair amount of flexibility in their usage. The guidelines can be provided to selected firm during contract negotiations.
- 20) Question: As part of your scope, there is mention to "analyze existing conditions of wayfinding, signage, **traffic and parking patterns** and develop a plan to improve the user experience navigating downtown"  
Is there a traffic and parking study for us to use and study?  
And if not, how detailed would you want the traffic and parking pattern to be?  
Has a traffic consultant been / or will be appointed for this portion of the scope?  
Answer: There is not a current traffic study available for use. The current parking study completed in 2019 by Dixon Resources Unlimited is available on the Town website and can be used for parking occupancy counts ( <https://www.losgatosca.gov/DocumentCenter/View/23807/Los-Gatos-Parking-Roadmap> ). The consultant should review the data and real-time activity to verify that the Dixon data is still

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reasonably accurate. The awarded firm will need to identify traffic patterns entering and navigating Downtown as part of their report on existing conditions. The amount of detail needed will be determined by consultant, but they must demonstrate to Town staff that they have adequate data to ensure they are designing a highly effective Wayfinding and Signage Master Plan. The traffic pattern study would only need to include data necessary to complete the deliverables. The awarded firm will be responsible for conducting or subcontracting the traffic study. This can be a point for negotiation for the selected firm during final contract negotiations.

- 21) Question: It is understood that the proposer must agree to the insurance requirements as described in Attachment E. However, can you please clarify what insurance information must be included in the proposal submission? Would a valid certificate of insurance satisfy the requirements of the RFP? Could other endorsements, certificates, etc. be submitted by the selected bidder during contract negotiation?

Answer: No insurance documents are required to be submitted with the proposal. These are just examples of what is required of the selected firm. The documents would be submitted during the selected firms contract negotiations.

- 22) Question: Are the same proof of insurance documents required from sub-consultants at this time?

Answer: No insurance documents are required to be submitted with the proposal. These are just examples of what is required of the selected firm. The documents would be submitted during the selected firm's contract negotiations.

- 23) Question: Attachment B - B10.0 Alternate Additional Tasks

B.10.2 Points of Interest - It's unclear from the provided list of points of interest what the scope of work involves for each area. Please clarify the deliverable for these locations.

Answer: The deliverables would be for signage for the destinations identified. The consultant would work with the stakeholders to identify additional points of interest and use design work to make those points as interesting as possible. This could be through artistic or literary works.

- 24) Question: Attachment G -Cost Proposal Sheet

Tasks B.5.5 and B6.1 Construction Administration ask for "Cost per unit of work (Estimate #hours)". Are proposers being asked to provide a Lump Sum Fee plus an estimate of hours?

Answer: We are looking for an hourly rate for work performed plus a professional estimate of the number of hours required to perform the task to identify an allowance for this item. The form is not clear. Please enter your "Hourly Rate" multiplied by "Estimated Hours" = Allowance.