



Fulton County, GA

Department of Purchasing & Contract Compliance

*Cecil S. Moore, CPPO, CPPB, CPSM, C.P.M., A.P.P
Director*

July 20, 2011

RE: 11RFP78733K-NH Wayfinding Design Services for Eight (8) New Branch Libraries & Two (2) Library Renovations/Expansions

Dear Proposers:

Attached is one (1) copy of Addendum 1, hereby made a part of the above referenced RFP number **11RFP78733K-NH Wayfinding Design Services for Eight (8) New Branch Libraries & Two (2) Library Renovations/Expansions**.

Except as provided herein, all terms and conditions in the RFP number 11RFP78733K-NH Wayfinding Design Services for Eight (8) New Branch Libraries & Two (2) Library Renovations/Expansions referenced above remain unchanged and in full force and effect.

Sincerely,

Nancy Harrison, CPPB
Assistant Purchasing Agent

Attn: Appendices 2 & 5

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11RFP78733K-NH Wayfinding Design Services for Eight (8) New Branch Libraries &
Two (2) Library Renovations/Expansions
Addendum No. 1

ACKNOWLEDGEMENT OF ADDENDUM NO. 1

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the bid package to the Purchasing Department, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFP due date and time **August 1, 2011 at 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 1, _____ day of _____, 2011.

Legal Name of Bidder

Signature of Authorized Representative

Title

This Addendum forms a part of the contract documents and **modifies** the original RFP documents as noted above.

Clarifications

- 1.) Proposers shall not provide the cost information indicated in Appendices 3 and 4 with their RFP submission. Appendices 3 & 4 data is required only of the awarded firm.
- 2.) Add the following to RFP Section #2:
 - 2.29 SUBSTITUTION OF APPROVED KEY TEAM MEMBERS:
 - 1.1 The County will select the Wayfinding Consultant to perform the services contemplated under this solicitation based, in part, on the past successful experience and expertise of the Wayfinding Consultant and its proposed team members. Accordingly, the Wayfinding Consultant shall not, absent good cause, replace or remove the team members presented to the County during the solicitation process, or the County approved key team members during the terms of the Contract, without the prior written approval of the County. If any key member of the County approved Wayfinding team shall retire, resign, or otherwise cease employment with the Wayfinding Consultant, then the Wayfinding Consultant shall promptly appoint a replacement team member who shall be subject to prior approval by the County. County reserves the right to reject any replacement team member.
 - 1.2 If the County, in its sole discretion, determines that any key team member is performing their responsibilities under the Contract in an unsatisfactory manner or if irreconcilable differences or an unworkable relationship shall arise, the Wayfinding Consultant shall, within five (5) days after receipt of written notice from the County of such circumstance, replace such key team member with a successor acceptable to the County; provided, however, the County represents that it will not give such notice to Wayfinding Consultant unless and until the County, in its sole determination, has exercised reasonable efforts to rectify to its satisfaction, the adverse circumstances regarding the key team member. Any changes in the staffing of the Wayfinding Consultant will require written notification to the County and the County's written approval of the replacement team member.
- 3.) Add Appendix #2 – **Atlanta-Fulton Public Library Systems Guidelines for Brand Integrity** to the RFP as attached (with color) with these Clarifications.
- 4.) See attached **Atlanta-Fulton Public Library Building Program – Phase 1 Design & Construction Project Grouping** for schedule information for each project involved in Phase 1 of the Program.

Submitted Questions & Answers

- Q1: Should the Specialty Consultants be ahead of the AE's in developing their scope?
- A1: The Wayfinding Consultant will be under contract at about the same time as the Architect, so this may not be possible. Specialty Consultants will work together with each selected A/E Team to provide the best possible guidelines, standards, and turnaround in a timely and efficient manner.**
- Q2: How will the timing of the release of the Specialty Consultant RFP's coincide with the release of the A/E RFP's?
- A2: Please see, Clarifications, Item 4 of this Addendum.**
- Q3: Will the signage Wayfinding Consultant be responsible for designing and specifying the ADA/code required signage that the A/E team is responsible for as required by the building code?
- A3: Reference Section 3.3, Scope of Work, defines that Wayfinding Consultant will design and specify all signage, including code required/ADA signage. The A/E team will coordinate signage locations and ADA requirements with the Wayfinding Consultant.**
- Q4: The Cost Proposal Summary asks for labor cost, overhead rates and profit margins. Should the rates include anticipated increases over the term of the contract?
- A4: Cost Proposal Summary should anticipate and include the cost for escalation in the term of the contract. The labor rates provided in the Cost Proposal Summary will be the basis for any additional services that may be negotiated during the contract.**
- Q5: May we import PDF's of the Architects CADD files into an Adobe Illustrator file for creating Sign Location Plans? Would PDF be acceptable for deliverables?
- A5: Reference Section 3.3 Scope of Work (page 3-4) that describes CADD requirements. PDF format, manipulated with software such as Adobe Illustrator would be acceptable for creating the Sign Plans, and deliverables. Ability to coordinate with Architects working in CADD software is imperative.**
- Q6: What is the anticipated Schedule? What is the Architect's Schedule?
- A6: See Clarification Item #4 on this Addendum for schedule information.**
- Q7: Are we correct to assume that we will develop the standards first then apply to the various projects?
- A7: Yes. Reference Section 3.3 Scope of Work (page 3-7) indicates Signage Standards due in the Design Development Phase. The standards would then be applied to each of the various projects.**

- Q8: Will the 10 Projects be phased or will all 10 happen simultaneously?
- A8: The intention is for the projects to be phased. Consultants should be prepared to manage simultaneous tasks on multiple (possibly all) projects.**
- Q9: Is the design intent to create one design concept to apply to all ten (10) branches?
- A9: The intention of the Sign Standards is to create one design concept to apply to all branches, and to address any unique conditions that may be present on one or another with slight variations of the standards.**
- Q10: Will a sole-source vendor for sign components be allowed in the wayfinding design? We ask to understand whether the design can utilize components from a standard sign system to get a cost-effective solution that can be applied with consistency across multiple library locations. If a single-source vendor will not be allowed, this will affect the design time that is required.
- A10: Signage will be bid pursuant to Fulton County Purchasing Code. Bidding will be handled individually for each project by the CM for that project. Sole Sourcing will not be acceptable for signage in this program.**
- Q11: How many "selected libraries" (page 3-2, item 3.3) will be included in the audit?
- A11: The Wayfinding Consultant will visit as many libraries as needed to develop Signage Standards that is appropriate to the entire system; that would include no less than 5 branches.**
- Q12: Will the audit be general in nature or a detailed inventory of existing signs?
- A12: An "audit" is a detailed inventory. If it were general in nature then it would be called a "survey" or a "familiarity tour".**
- Q13: Drawings and specs are to be signed by the Wayfinding Consultant. Does this include a registered stamp? Most Wayfinding Consultants are not necessarily architects by background and have no licensing body. Will the project architects stamp and seal the Wayfinding Consultant's drawings in this case?
- A13: The Architect will sign and seal signage plans that have been prepared by the Wayfinding Consultant. The Wayfinding Consultant must verify with the architect that the wayfinding documents have been prepared in accordance with applicable code requirements, which the Architect will review. The Wayfinding Consultant's signature will attest to that.**
- Q14: Is it the intent that the Wayfinding Consultant shall obtain sign permits?
- A14: The Wayfinding Consultant will not be responsible for obtaining permits, however, the Wayfinding Consultant must produce design documents that can be**

used to obtain permits (modification of documents as required to obtain a permit is not an additional service).

Q15: Will the signage be all inclusive or will there be additional signage, with additional fees for design?

A15: The Wayfinding Consultant's involvement in the programming phase is to make certain that the sign standards are comprehensive and that there is no additional signage required. Page 3-3 of the RFP states that "actual sign quantities may vary per library".

Q16: Is there an example of signage or Wayfinding system that you have in mind for the program?

A16: The signage system must be developed by the consultant. Similar systems have been implemented in San Bernardino County CA, Nashville TN, and Jacksonville FL (none of those are necessarily a basis for this design).

Q17: Will the Wayfinding Consultant have to produce details for installation?

A17: Reference Section 3.3 Scope of Work that describes the Wayfinding Consultant's responsibility to produce details for installation. Coordination in detailing unique elements (such as concrete foundations) will involve the architect.

Q18: Will the Signage Standards be developed and applied to all the projects in Phase I? What about Phase II?

A18: See response to question #9 for Phase I projects. Consideration has not been given to whether the standards will be applied to Phase II.

Q19: Are the Architects working together?

A19: Assume each architect is working separately on projects that are each unique designs. The designs are not cookie-cutter or prototypical.

Q20: Libraries are changing to be less about paper and more electronic. Has this trend been considered in the planning of these libraries?

A20: The building program that is being developed by the PMT's Library Programming Consultant considers the technology of the future. Some community input that has been received about the libraries has said clearly that "people still want books in the library".

Q21: Would the Library consider a branding that relates to the community so it is similar but unique for each community?

A21: No. The Library would prefer branding that is consistently related universally to the library system for better recognition by the public. Different signage at each library is not desired.

Q22: Is there a budget for digital signage with data connection? How much?

A22: The budget contemplates digital signage. See Section 3.3 Scope of Work. The budget for signage will be developed with the selected consultant.

Q23: Will the budget specifically for signage be issued prior to the proposal due date?

A23: No. See response to Q22.

Q24: When will the Library System "Guidelines for Brand Integrity" be available?

A24: Addendum 1, Clarifications, Item 3, Appendix 2, Atlanta-Fulton Public Library Systems, "Guidelines for Brand Integrity" is attached.

Q25: When will Fulton County issue the "Guidelines for Brand Integrity" listed as Appendix 2 in the RFP but not included?

A25: See response to Q24.

Q26: What are the official start and completion dates for each library project? Are separate architectural firms anticipated for each project, or will one firm be awarded multiple projects?

A26: See Appendix 5, Project Grouping and Preliminary Schedule. Yes, it is the intent of the County to select separate architectural firms for each project. See Section 2. Instructions to Proposers, 2.28 General Requirements, Item 25.

Q27: Does the county anticipate that the architectural design of each project will vary as opposed to a single design template to be applied to each site? Will signage standards be adapted or customized to match the architectural style of individual projects? Will signage vary by color and/or finish?

A27: Yes, each project will be a unique design. No, the intent of the sign standards is to create one design concept to apply to all branches. The intent is for the signage to have a standard color and finish, however some variation is possible.

Q28: Will exterior monument signs vary to conform to zoning or building codes of individual communities?

A28: Yes

Q29: To what extent will library holdings be traditional paper books as opposed to electronic media? Will space for community meetings and events be included in the library building program of requirements?

- A29: The building program that is being developed by the PMT's Library Programming Consultant considers the technology of the future. Some community input that has been received about the libraries has said clearly that "people still want books in the library". Yes, space for community meetings and events will be included in Library Program.**
- Q30: Approximately how many branches will have parking structures beyond the South Fulton and Auburn Avenue branches called out in the RFP? Will the design of these parking decks vary substantially as opposed to a single design template applied to each site?
- A30: None. There is no difference for Wayfinding requirements.**
- Q31: Will the winning bidder be obliged to purchase any software to use the web-based project information system?
- A31: No**
- Q32: Should the team have a translator available for any translations? If so, for what languages?
- A32: Section 1.4, the Library Programmer recommends Spanish signs be used in addition to English at certain libraries. It will be your option to use the services of a translator, if you feel it is needed.**
- Q33: Will the sign-in sheet and pre-proposal meeting notes be made available to firms submitting a response?
- A33: A list of attendees to the pre proposal meeting is available on the County web site at www.fultoncountyga.gov. There are no meeting notes available; attendees were urged to submit their questions and requests for clarification in writing and the responses to those submittals are included in this Addendum.**
- Q34: Do you expect signed and sealed engineering documents for the bid packages or will this be the responsibility of the awarded fabricator?
- A34: The Architect will sign and seal those portions of the signage plans that have been prepared by the Wayfinding Consultant and require a permit, or must be ADA compliant, or require structural engineering (such as monument signs). The Wayfinding Consultant must coordinate and verify with the architect that the Wayfinding documents have been prepared in accordance with applicable code requirements, which the Architect will review.**
- Q35: Is it expected to provide engineering services for the design for electrical or structural components?
- A35: No. The Architect will provide these services in coordination with the Wayfinding Consultant.**

Q36: The RFP document for the project referenced in the subject line, downloaded from the Fulton County website, appears to omit Appendix 2 ("Guidelines for Brand Integrity.") May we receive a copy of this Appendix?

A36: See response to Q24.

Appendix 2

Atlanta-Fulton Public Library System

GUIDELINES FOR BRAND INTEGRITY

Brand identity is the way in which the vision of a brand is communicated. It encompasses the visual style, language and the tone of all communications, both internal and external. A consistent brand identity reinforces key associations with the Atlanta-Fulton Public Library System and constantly works to build an impression of what the AFPLS brand represents.

Correct Usage | Logomark



atlanta-fulton public library system

Two spot colors | CMYK | RGB

Use this logo for two color printing, full color printing or color printing to ink-jet, Fiery, or large format output printers. Do Not substitute these colors when full color output is desired.



Reverse to White

Use when printing on a black or highly contrasting background so the white of the paper show through



atlanta-fulton public library system

Black and White

Use this logo for black and white printing only or when a black logo works best in a full color design format.

Color Considerations



PMS=294
CMYK=100.52.0.21
RGB=0.85.150



PMS=369
CMYK=59.0.100.63
RGB=109.179.63

PMS (Pantone Matching System)
Use for SPOT printing or when only two colors are used for commercial printing.

CMYK-Full Color Printing
Use this color formula when full color is used for commercial printing.

RGB-Digital Screen representation
Use this color formula when full color is used for commercial printing.

Black/Grayscale
Use this color when only black is used for commercial printing.

Correct Usage | Logomark with Tagline



atlanta-fulton public library system

Take your dreams off the shelf.™

As an unregistered trademark the use of a small TM in relation to the tagline provides a degree of legal protection as intellectual property.



atlanta-fulton public library system

Take your dreams off the shelf.™

The Tagline

A tagline is not a strategy. It is an emotion, an idea, an inspiration. It helps patrons form an emotional connection with the brand. Use the tagline with the logomark with discretion. Overuse of the tagline tends to dilute it's impact.

Brand Essence

The essence of a brand is distinctly different from a company or product tagline. The brand essence is focused internally and is used to energize employees and provide decision-making criteria. In contrast, a tagline is used to communicate a brand association with an external audience.

Incorrect Usage | Logomark



Do NOT change the brand colors

atlanta-fulton public library system



Do NOT condense the logo

atlanta-fulton public library system



Do NOT stretch the logo

atlanta-fulton public library system

Fonts

The Atlanta-Fulton Public Library System's logotypes are **Avenir**, a modern sans serif font and **New Times Roman**, a classic serif font. The unconventional use of all lowercase for the logotype suggests a modern, humanistic approach. However, in body copy, the library name should employ conventional upper and lower case characters.

A sans serif font for text in body copy is recommended to promote a contemporary, progressive look and feel in library promotions and communications. If **Avenir** is unavailable, the most common sans serif fonts are **Helvetica** and **Arial**. **Times Roman** is a readily available font. Remember, consistency is the key to building brand equity!

Final Notes

The Atlanta-Fulton Public Library System's logo is a stand-alone visual representation of the library—in effect, your signature. It is a combination of the logotype and the “public” and “open book” icons. These elements should never be separated. The Atlanta-Fulton Public Library System name should always be used in full. To preserve the integrity of the signature, the logo should always be surrounded by a certain amount of clear space. This separates the logo from other elements which might detract from its legibility.

A/E and CM at Risk RFP's Released in 3 Groups



Group 1

- Alpharetta
- East Roswell
- NW Atlanta
- Stewart – Lakewood
- Wolf Creek



Group 2

- Milton
- Palmetto
- SE Atlanta
- South Fulton



Group 3

- Auburn Avenue

Atlanta-Fulton Public Library System – Building Program – Phase I Design & Construction Project Grouping

A/E NTP – Nov 2011*

A/E NTP – Feb 2012*

A/E NTP – June 2012*

Construction Complete -
Dec 2013/early 2014*

Construction Complete
March 2014*

Construction Complete
Sept 2014*

***Dates based on Preliminary Schedule and Subject to Change**