

Signage Design Q&A

1. Will specific campus icons be retained or are you open to the idea of eliminating them? **We are not planning on keeping specific campus icons.**
2. Has the role of digital been fully scoped? **We are unclear what digital mean to you, but it is not fully scoped at this time. Each campus has some version of digital signage, but vendors are welcome to propose what they believe is the best fit solution for our future and the rapidly evolving industry of higher education.**
3. Does the new system have to honor the design legacy of each campus? **No**
4. Are you open to having some portion of the sign system and/or digital wayfinding system be financed through sponsorship? **No**
5. We are assuming that there would be one digital app for the five campuses. Is that assumption correct and/or something that has been discussed yet? **We will use one digital application across the University.**
6. Is this project focused only on exterior signage, or does it include interior signage and wayfinding as well? **Exterior only.**
7. Is the goal to have one unified system across the five campuses or is the goal to have each campus maintain separate senses of identity? **We want to become one unified identity.**
8. Would each campus be responsible for providing power [operations budget] to signage if lighting becomes part of the overall strategy? **Yes**
9. Is the \$600,000 budget intended to be allocated a fifth to each or will it be driven by the scope of each campus, where you have a percent allocation in mind for signage versus wayfinding? **The \$600,000 is a total project budget to meet the needs of all campuses and the various layout. The split is to be determined on an as needed basis.**
10. What, if anything, has been presented to the finance departments of each campus? **The total project cost of \$600,000 is known to the to the entire system.**
11. Each campus has a legacy and backstory, yet this new brand represents the future. Are there plans to honor the past with a physical acknowledgment? **No**
12. Banners are an inexpensive way to signal change and provide visual cues. Given the weather conditions that exist in Vermont, have any of the campuses used or experimented with this signage method? **Yes, all campuses have done this, and we will be changing these to align with the new University. This is a different scope of work and is already underway.**
13. We view the project and related budgeting process as having two work plans and budgets: one for signage and one for wayfinding. Is this how you want the project broken down? **We see the overall project budget as the entire budget to execute the design for both signage and**

wayfinding. Therefore, this RFP is for the design and wayfinding services and is expected to leave enough money in the overall budget for fabrication and installation.

14. What have been the biggest challenges in getting a green light for this project? **It has not been a challenge. We were fully aware that we would need to execute this work. One interesting dynamic is the scale of the scope. It is larger than most similar project in the immediate area.**

15. What is the decision-making process for design approval? Is there a formal review and governance process in place with criteria to ensure stated deadlines are met? Will each campus have a project coordination manager that we can interact with and have weekly progress meetings with? **A small committee will be reviewing and advising on the design evolution. This will include expertise in marketing, facilities, and finance. The project will be coordinated at the committee level and specific campus liaisons will be identified when site specific work is conducted.**

16. Is keeping sign fabrication local [in VT] one of the project goals? **No, but please consider local when practical.**

17. Is there a preference for materials to be incorporated into the signs? **Not specifically. Aesthetic, function, and durability are our desires.**

18. Is the goal to have all five campuses completed by the end of 2023? **Design is to be complete per the schedule in the RFP. That include finalizing the bid package for fabrication and installation. Installation is to be completed by the end of calendar year 2023.**

19. If the new entity is formally launched in July of 2023, can any conversion take place prior to that date, or does all conversion have to start after that date? **Conversion can start as early as June 1st.**

20. Is there anything we did not ask that you would like to make us aware of? **Most likely but we are not aware of what that might be at this time.**

21. Do CAD files exist for all structures on the five campuses? **No**

22. Is Outlook and/or Google Calendar used for scheduling and booking study rooms? **No**

23. Are you assuming each campus will have its own domain for wayfinding, or will you include the five campuses within a singular domain? **We may not be understanding this question, but wayfinding will need to happen on a campus-by-campus basis both in person and virtually.**

24. Do you use Cisco? If so, do you use Wifi 6? **We do not use Cisco, we use Aruba. Wi-fi 6 is only partially available at our campus locations.**

25. What is the total amount of square footage space between all five campuses? **Just over 2.2 million square feet.**

26. Do you use Ellucian? If so, what type? Our ERP system is Ellucian Colleague.

27. The schedule outlined in the RFP is quick/aggressive and may not allow enough time for a successful project outcome (including adequate engagement and client review periods). What is driving the schedule? Is there flexibility in the schedule? Is planning for 2024 construction out of the question? Is any phasing anticipated? After interfacing with several firms in advance of publishing the RFP, we felt comfortable that the schedule within the RFP would provide enough time to complete the design work and produce a comprehensive bid package. We are planning on full execution of the for mentions bid package by the end of 2023 but do understand that there may be the need to phase.

28. Is there a possibility of extending the submission deadline for this RFP? We want to prepare a thorough proposal that is responsive to the details outlined in the RFP – but the quick turnaround from post-holiday and questions responses will make that difficult. We are not planning on extending this deadline at this time.

29. Should we assume, all new signs would be installed on completely new structures (no retrofitting new signs to existing structures), with a design consistency across campuses? Or is that something you would want to assess during the concept phase of work? We are looking for a consistent design but that does not preclude the use of the existing bases. We want this assessed during the concept phase and recommendations provided.

30. The scope of work includes completing a photo catalog keyed to a site map. Aside from additional documentation such as size, are the photo inventories provided with this RFP inadequate? The photo inventory within the RFP is intended to give firms an understanding of the total scope. The request to have this done as part of the services withing this RFP is to create a baseline for design, ensure that firms are understanding current campus flows and challenges as well as to observe the differences in the current approaches. The identified photo catalog keyed to a site map is still a deliverable.

31. Having carefully read “The Mission and Vision of the Institution” from the link provided in the RFP’s “Introduction”, would it be correct to conclude that the “different approach” that VSU will be taking is expressed completely and accurately in these Mission/Vision statements? If not, is there anything more a design firm should know in terms of what that “different approach” will be? Our goal is to provide equitable learning opportunities to all students, no matter their circumstances or surroundings. We intend to do this by changing the way we approach our business model by adopting the technology to solutions to our systems, processes, and most importantly, curriculum development and delivery.

32. While the RFP indicates that “VSCS will seek separate proposals for the fabrication and installation components at a later time.”, is it acceptable for an applicant (to this current RFP) to consist of a Designer / Fabricator Consultant team? Also, if this team is selected as the design source, would it be reasonable to expect that the team’s fabricator, either alone or as a continuation of the Designer / Fabricator team, would be included on the bid list for fabrication / installation “at a later time”? The rationale behind the above questions is that, for certain

projects, the best outcomes often result from collaboration between the Designer and a Fabricator from the beginning of, and throughout, the design process and at key points in the fabrication and installation process. However, from the standpoint of an interested design source, complete separation between the Designer and the Fabrication / installation source, in response to this initial RFP for design services, is also certainly a viable option. **We have no objection to the applicant for this scope of work being a Design/Fabrication Consulting Team. We are open to the Fabricator part of the team being included in the bid list for fabrication/installation.**

33. (in reference to item 7 under “Services Provided”)

If selected, the research phase of my firm’s services will begin with a review of all municipal sign codes that apply to each of the five primary campuses in the project scope. Code regulations, as applicable, will therefore inform the design process going forward. However, in the experience of some design firms, including my own, it is customary for the Client to file for the permit with local authorities. While my firm can be flexible about who does the permitting, is this an issue that could be negotiated in the contract? **The VSC will sign and pay for the application and permit. All permitting documents are to be completed by the vendor awarded this contract.**

34. (in reference to 1a under “Submission Requirements” and Appendix B)

Appendix B of the RFP consists of a project timeline, well-detailed by dates and phases. However, a project “timeline” is also requested under “Submission Requirements”. Are you looking for a timeline, based on what the RFP has provided, but with more, or revised, detail as a requirement for the submission? **The intent of requesting a timeline was to ensure that we had the appropriate steps identified and covered to get us to the release of a complete and comprehensive bid package for fabrication and installation. If the schedule provided within the RFP achieves that then no further detail is needed.**

35. Regarding any signed contract that will initiate the project, will VSCS require that its own standard contract be used? Or, some other standard contract, for example, as used by the State of Vermont for its contractors and vendors? Or, will VSCS be open to the possibility of using the Design firm’s standard contract, as adapted to the specific requirements of this project and mutually agreeable provisions for both parties? **We typically use a vendor contract as the template and then add required language to that base document.**

36. Please advise if the following sample is a correct interpretation of the “naming convention” specified under “Application Instructions” in the RFP: Applicant_Charles Gibson Design_RFP_Vermont State University Wayfinding Design_Qualifications.pdf **Yes, that is correct.**

37. Would company awarded be responsible for building out all maps from scratch or will there be a starting point/reference of existing maps provided by others? **We can provide various baseline maps for each campus. These will be in a PDF format only.**

38. Would company awarded be responsible for interpreting and designing all supporting graphic materials based upon branding guidelines provided or will a starting point/reference be provided by others? **The expectation is that the firm would submit some interpretations based on the**

branding guidelines. We are happy to provide some samples of fully completed materials. Once the interpretations are submitted the marketing team will be ready to provide feedback in a typical design/customer practice to land on the final agreed upon designs.

39. Is it the intent of the board to design unique personalities of signs and structures for each campus (i.e. signs and structures will differ between campuses based upon their own unique architectures, colors, etc.), or is the design intent that all wayfinding systems look similar with a streamlined and statewide system on each campus? **We are seeking a unified approach across our campuses.**

40. Is the intent to refurbish existing structures in good condition where possible or a start fresh with new design and fabrication of structures? (i.e. post systems for entry signs) **See the response to question 29 above.**

41. Are building ID signs included in the wayfinding/entry and current signage RFP package? **Building ID signs are not intended to be part of this RFP. That said Building ID signs can be interpreted different ways. Most all our buildings have name identifiers on them but not all on all campuses. We are expecting to include the 3 cottage sign on the Castleton campus and the facades signs on the Williston campus as part of this package but no others.**

42. Would the company awarded design and provide all copy and graphics for each sign location or for each sign category? **We are not fully understanding this question, so no response is offered at this time.**

43. Is there an expectation to design and /or produce samples or mock-ups for any of the categories as part of the design fee proposal? **Design mock up are expected digitally but not produced. Samples of proposed material will be expected.**

44. What is the longevity expectation of the temporary signage (i.e. installed for weeks, months, year?) **Months**

45. The link at the bottom of Page 3 for “4) A link to our unique campus identifiers” is not working. Can you send a new link? **We see how this is confusion. The “unique campus identifiers” should not read as if it is a link. They are actually included in the document as Appendix A which are pages 9 through 12.**

46. Would you like us to include the design of new campus maps for each campus in this scope of work? **Not at this time**

47. Would you like us to include the design and documentation (locations/messaging) for building identification and parking identification signs? **We are not fully understanding this question, so no response is offered at this time.**

48. Generally, the selected fabricator identifies and files for the permits during the implementation process. Is that acceptable? **See the response to question 33 above.**

49. The Randolph campus map appears to be the same file as the Williston campus map. Please provide a campus map for the Randolph campus. Thank you for pointing that out. The Drop Box link now has the correct maps for Williston and Randolph

50. How many acres is the Williston campus? The exact acreages is not known at this time. The total building square footage is just over 200,000 sq ft and the campus setting is less than 25 acres.

51. Based on our experience, this type of project takes 8-12 months to complete. What is driving the 3-4 month schedule shown in the RFP? Is it flexible? Three years ago, the VSC created Northern Vermont University out of two campuses formally known as Johnson State College and Lyndon State College. The entire scope of that project from design to installation was 8 months. We will have at least 10.5 months for this work. This design phase of work is scheduled for just over 4 months.

52. CAI is a national leader in the turnkey (concept to completion) execution of wayfinding signage projects all across the nation, ensuring success. We strongly feel that it's the best approach due to a few critical reasons (see below***) and in the long-term best interest of VSU. *** It's not practical for any design firm to o have an idea at the fee proposal time that they can design the signage whose fabrication budget will be within your 600 K, including design, unless there's accountability set up and the RFP is called for a "design-build" not just design only. Having said that,can we request to change this RFP to a design-build RFP" n We previously published a design build rfp for this scope of work and did not receive responses.

53. Do you have the funding of 600K available for this project? Yes

54. How flexible is the budget of 600K, considering the types of signs required and quantities budgets could be a lot to appear the budget is too less The budget is \$600,000. That is not flexible.

55. What is the expected fabrication and installation duration after the design phase in months 12 months? The design phase is to be completed on 4/24/23. The RFP for fabrication and installation will be published the following week and installation is to be complete by 12/31/23.