

**GREATER HARTFORD TRANSIT DISTRICT
GHTD RFP #04-025
SIGNAGE & WAYFINDING PROJECT
(UNION STATION)**

**ADDENDUM #1
December 23, 2024**

The Request for Proposal (RFP) is modified/clarified as set forth in this Addendum. The original RFP Documents remain in full force and effect, except as modified/clarified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its proposal.

A **Virtual Pre-Proposal Conference** was held on **December 17, 2024 at 2:00 PM local time via Zoom**. The purpose of the meeting was to outline requirements the District will expect of the Proposer, as well as to provide the opportunity for questions and explanations. Attendance at the pre-proposal conference was not mandatory. See **RFP 0425 Addendum 1 – Attachment 1** for the list of pre-proposal conference attendees.

Proposals are due on or before 2:30 PM local time, Wednesday, January 15, 2025 at the District offices located at One Union Place, Hartford, CT.

The following questions were addressed during the Pre-Proposal Conference in reference to RFP #04-025:

1. **Question:** Will any of the considered signage be digital or will all of the wayfinding and signage remain static?

Answer: See **Key Principles** section under **2. Project Scope** in the RFP. GHTD would like the final plan to move toward digital signage and away from static signage to the extent possible. Think Airport Quality.

2. **Question:** Has this bid before? If so can you please provide bid results from last time? What is the estimated value of the project? Can you please also provide a plan holders list?

Answer: No. This is the first time proposals have been solicited for this project.

3. **Question:** Are there predefined budget constraints or expectations for this project? If so, can you share the approximate range?

Answer: The District does not divulge budgetary information.

4. **Question:** Are there specific costs, such as stakeholder engagement or digital signage technology, that are expected to be prioritized?

Answer: GHTD is not sure exactly what this question means. However, GHTD has already communicated with many stakeholders regarding this project and expects their participation to be voluntary. Additionally, GHTD expects this project to lead to a plan for signage and not the actual purchase of equipment and technology.

5. **Question:** What are the primary pain points with the current signage and wayfinding system that prompted this initiative?

Answer: See **Key Principles** section under **2. Project Scope** in the RFP. The outcome of the project should be a plan and guide that, once implemented, makes wayfinding around the station intuitive for all who visit, meets the information needs of the rail, bus and TNC providers and their customers, and does so with respect to the historic nature of the facility. The plan will serve as the blueprint for future signage at the Union Station campus. It is noteworthy that there are many tenants on the campus, all with signage requirements which change from time-to-time. GHTD is regularly asked by tenants and other to incorporate signage at the facility and on the campus, which has resulted in a clutter of signage – both static and electronic. This project will be undertaken at a time when GHTD is initiating a number of other projects including facility improvements, landscaping, and lighting – all aimed at improving the physical environment for tenants and visitors and commensurate with the Station’s position as a western gateway to the City’s Downtown.

6. **Question: Will GHTD coordinate stakeholder engagement, or is the consultant expected to handle outreach entirely?**

Answer: GHTD will coordinate the stakeholders, arrange meeting notices, and provide venues. The selected firm is expected to lead/facilitate the meetings and produce the associated technical memoranda associated with the outcomes and insights.

7. **Question: Do you have organizational and local support for this project?**

Answer: Yes. There is hearty Board, organizational and local support for this effort.

The following Exhibit form was clarified during the Pre-Proposal Conference in reference to RFP #04-025:

8. **Exhibit D General Information form**

Issue: Typo was Identified

Resolution: Form was replaced with **RFP 04-025 Addendum 1- Attachment 2 EXHIBIT D - General Information Form rev**

The following additional inquiries were submitted after the Pre-Proposal Conference in reference to RFP #04-025:

9. **Question: Is there a projected term length of this contract desired by GHTD?**

Answer: The Proposer is responsible for informing the District of the timeline. The District estimates somewhere around 6-8 months, which will depend on how easy it is to assemble the stakeholders and get all parties on board. This project is not a multi-year planning study.

10. **Question: When is it foreseen a possible procurement of the signage equipment to occur based on the plans, and will it be a separate solicitation from this contract?**

Answer: The District anticipates there being a Phase II for this project which will include the procuring of signage equipment (to occur after the signage and wayfinding plan is developed and finalized (Phase I)).

11. **Question: Does this effort overall from planning to possible deployment include any audio such as public address and announcements, live or pre-recorded with the signage?**

Answer: Yes. See **Key Principles** section under **2. Project Scope** in the RFP.

12. Question: Does GHTD have existing brand/signage guidelines?

Answer: GHTD does not have a brand guide or signage guide at this time. However, GHTD is a service provider of ADA Paratransit Transportation Services for the disabled population. The proposed signage plan must factor in mandatory state and federal requirements pertaining to ADA accessibility.

13. Question: Does GHTD operate any other facilities that might benefit from this new signage standard?

Answer: In addition to the Union Station Transportation Center Complex, the District also owns an ADA Paratransit Operations and Maintenance Facility (located in East Hartford, CT). This facility was opened in 2017 and is not frequented by the public as it serves as an operations headquarters for ADA Paratransit Service and houses our vehicle fleet. Due to its specific service nature, at this time, there is no need for signage or wayfinding, however, should the need change in the future, the District may seek input from the successful proposer.

14. Question: Should the wayfinding planning consider the surrounding perimeter of the campus to direct passengers/visitors in? If so, how far?

Answer: Yes, GHTD's current thinking on this is the main approaches to the station from the major roads in the area and from downtown Hartford.

15. Question: Would the successful bidder receive a location plan of the city center wayfinding signs to consider continuity and the user experience?

Answer: GHTD is not in possession of such a plan. However, this may be available from the stakeholders once the project is underway.

16. Question: Should the wayfinding planning include custom parking signs for the Spruce St parking lot?

Answer: This would be something that the project team would determine.

17. Question: Are the bond requirements (Exhibit A, page 29/30) applicable to this project as this is the wayfinding planning phase, without any construction involved?

Answer: No, there are no bond requirements for this project as the scope of work is for signage and wayfinding plan development (no construction involved).

18. Question: Should the plans include internal wayfinding to direct to the non-transit facilities (e.g. GHTD offices)?

Answer: Yes

19. Question: Could you provide an example of existing non-traditional signage mentioned on p18?

Answer: Yes, please see **RFP 04-025 Addendum 1 – Attachment 3 Photos of Non-Traditional Signage**. There are decorative panels on the façade of the transportation center that could be refreshed with signage related to this project.

20. Question: Did you have a set number of stakeholder meetings in mind? And would these all need to be in-person?

Answer: GHTD's thinking on this is that there would be three or four stakeholder meetings. However, GHTD is looking for input from the selected team on this matter. GHTD would prefer the meetings be in person but would consider remote for one or two of them.

21. Question: How accessible is it to get electricity to run cables for interactive kiosks and signage since signage cannot be affixed to the building's exterior due to its historic nature and as deemed non-permittable by City and State Historic Preservation offices?

Answer: There are locations in and around Union Station that we are able to run power and get data to (i.e. CTransit area, Transportation Center (North side of facility facing the interstate bays, and underneath the rail platforms etc.), we just cannot perforate or affix anything to the brownstone. The District is looking for a team of consultants that can identify what customers and visitors to the site need to know, how and when they need to know it and work on solving those problems to best meet that need.

22. Question: Are appointments required for an on-site survey (walkthrough) of the facility?

Answer: Union Station is a public transportation facility and no appointment is required for walkthroughs of the facility's public areas for project quotation purposes. Staff will not be available for accompaniment.

23. Question: Is the reimagining of the wayfinding system at Union Station in Hartford more about improving the functional flow of transportation and easing commuter navigation, or is it designed to create a unified visitor experience as people move in and out of the station and the overall campus?

Answer: "...to create a unified visitor experience..." is an excellent way to describe what GHTD is looking for in this project.

24. Question: Which areas would you prioritize for the initial implementation of digital signage?

Answer: GHTD expects the prioritization to be an outcome of stakeholder engagement.

25. Question: Based on the RFP, there are a few in-town wayfinding signs – should these signs be considered in developing the wayfinding plan?

Answer: See response to question #14 above.

26. Question: Is there a possibility for branding in the wayfinding and signage scope?

Answer: Yes.

27. Question: Are there any maps in scope we would be designing for this project?

Answer: None are expected at this time. However, there may be similar work that comes from stakeholder engagement.

28. Question: When do you anticipate the project will be commencing?

Answer: Per the RFP “A contract will be executed with the successful Proposer (initiating from the date the agreement for services is entered) and will be inclusive of the successful Proposer’s timeline and cost proposal. **The District reserves the right to negotiate project timeline and proposed cost (as allowable under the procurement process) if deemed necessary.**” The commencement date is TBD and will be negotiated with the successful Proposer once the evaluation process has concluded. GHTD hopes to begin the project the first quarter of 2025.

29. Question: Are there any existing signage and/or brand guidelines of the Union Station and/or tenants that we should be incorporating into the wayfinding plan?

Answer: See response to question #12 above.

30. Question: Do you expect the Proposing firm’s preparation/participation in any formal approval processes with local authorities?

Answer: No. It is noteworthy that GHTD expects the stakeholder group to include a representative of the City and other permitting entities. As a result, the recommendations of the plan will have been vetted and GHTD staff will conduct the necessary permitting.

End of Addendum 1