



Long Island City  
Partnership

**Request for Proposals**

for

**Environmental Graphic Design Consultants**

**to Design and Implement**

LIC Compass:

A Smart Wayfinding and Signage System

Pilot Project

Long Island City Partnership  
Elizabeth Lusskin, President  
27-01 Queens Plaza North, 9<sup>th</sup> Fl.  
Long Island City, NY 11101  
[www.licqns.com](http://www.licqns.com)

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VISION

## LIC COMPASS : Smart Signage Solution for Neighborhood Connectivity

**LIC needs a comprehensive signage and wayfinding system that will:**

- **Orient** people to where they are;
- **Inform** them about what is close by;
- **Lead** them along a path to their destination; and
- Provide opportunities for **engaging** with their community.





**LIC COMPASS**  
will combine:

- **Visual Signage** cues, or markers that orient user;
- **Branding** that identifies the neighborhood;
- **Interactions** with mobile devices; and
- **Urban Trail Markers** that need not necessarily be on traditional signposts.



(Conceptual Ideas for Illustrative Purposes Only)

**LIC Compass offers:**

- a **lean and flexible integrated system** of physical and digital wayfinding
- that **directs and connects** residents, workers and visitors to interact with the LIC growing community.





Long Island City Partnership | LIC Compass: A Smart Wayfinding System for Innovating Community

*Slide of LIC Compass Concept from Neighborhood Challenge Application*

# 1. INTRODUCTION

## 1.1 LIC Compass

The proposed LIC Compass project is to create a smart signage solution for wayfinding and neighborhood connectivity that will be piloted in Long Island City (LIC) and western Queens. LIC Compass is to combine visual street signage and “markers” that will help orient users traveling in LIC with beacon technology connecting users to a web based platform that offers digital wayfinding and connections to the neighborhood. LIC Compass is to have a unified branding that visually identifies the LIC neighborhood and is to be recognizable for users both at the street level and on the web based application. The goals and objectives of LIC Compass are to orient users to where they are in LIC; inform users about nearby amenities, services, local businesses, attractions, etc.; lead users along a path to their destination; and provide opportunities for engaging with the LIC community.

The proposed LIC Compass program is a direct outgrowth of the LIC Comprehensive Plan, released in 2016, which identified connectivity and wayfinding as two of the community’s biggest challenges. Cited as the fastest growing neighborhood in the country<sup>1</sup>, LIC is a diverse, truly mixed-use community with multimodal transit connections to the rest of the City. The neighborhood’s transit connections, its bridges, elevated subway and rail lines, and highways, are vital to making LIC an attractive home for businesses, residents, and visitors but they also serve as barriers to neighborhood movement. In addition, the neighborhood’s street system, crisscrossing of the streets, atypical street addresses, and mix of streets, avenues, and drives can be disorienting and difficult to navigate. LIC’s lack of intra-neighborhood connectivity and public spaces impedes it from becoming a healthy and vibrant community. More about the LIC community and background can be found in sections **2.1. Long Island City Community** and **2.2. Background and History**.

## 1.2 Purpose

The purpose of this Request for Proposals (RFP) is to select an environmental graphic design firm (the “Consultant”) with significant experience in outdoor wayfinding to assist the Long Island City Partnership (“LICP”) and its technological sub-consultants (“Tech Consultants” as defined below) to design, develop, and implement the pilot project that is a smart wayfinding signage system (the “Project”) within LIC, Queens, New York. The Project will assist users visually on the street and through their mobile devices to interact with the LIC neighborhood. The Project is to be called **LIC Compass** and will supplement (not replace) the New York City (“NYC”) Department of Transportation (“DOT”) existing street signage system, including its WalkNYC display system.

The Consultant shall create a signature graphic to identify LIC Compass via iconic signage, which shall in an innovative, attractive, and easy-to-use manner, announce and direct pedestrians to their destinations. LICP is looking for a Consultant that is both creative and practical, and can merge the fundamentals of physical wayfinding signage with the technological advances of our modern world. LIC

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<sup>1</sup> Source: “Life in Long Island City, the Country’s Fastest Growing Neighborhood,” *New York Magazine*, September 07, 2017.

Tech Consultants, Connectthings and Vectuel, will be responsible for providing the beacon technology and creating the digital platform, respectively, however, the Consultant should possess some knowledge of this technology and readily participate in the development of LIC Compass as a complete system.

This Project will involve creating a system of signs within a pilot geographic area (the “Pilot”) of which no more than one hundred (100) may include beacons embedded within the individual signs. The Consultant shall design, secure permitting, and prepare all specifications necessary to fabricate signage for the Pilot. LICP anticipates working with students from Cornell Tech and LaGuardia Community College, as well as other community stakeholders to assist in beta testing the Pilot.

### **1.3 Project Funding and Objectives**

New York State and its New York City Regional Council have awarded LICP funding (requiring a 4:1 match) through the Empire State Development Grant Program. This funding provides an incentive to LICP “to plan and implement ...wayfinding signage to assist locals and tourists in navigating the community and increasing access to local retail, businesses, and cultural institutions.” A portion of the funds may be used for soft costs and are the primary source of funding for the Environmental Graphic Designer.

In addition, LICP is a recipient of one of the NYC Department of Small Business Services’ (“SBS”) Neighborhood Challenge Innovation Grants. In partnership with New York City Economic Development Corporation (“EDC”) and SBS, the 2017 round of the grant competition paired nonprofit community organizations and tech companies to create and implement tools that address specific commercial district issues. LICP has chosen to work with two technology firms (Vectuel and Connectthings) to design *LIC Compass: A Smart Wayfinding System for Innovating Community*, as defined above.

LICP has also received funding from the NY Community Trust and NYC Council Majority Leader Jimmy Van Bramer, of which a portion may be used to match State funds to assist in the creation of innovative navigational signage and wayfinding.

Combined, these funds are to support the creation of an innovative 21<sup>st</sup> century smart signage system that LICP anticipates will be at the forefront of wayfinding. LICP recognizes that additional funds will be required to complete a full build out within the larger LIC community, however, the end result of this Project will be to implement a small Pilot program that can be beta tested while additional funds are raised.

The Consultant shall perform all work necessary to complete the Project, which shall include the following major deliverables:

- Create a signature graphic that builds on the LICP logo, as well as a hierarchy of directional graphics that, combined, depict LIC Compass as a comprehensive wayfinding system;
- Provide designs and specifications of all signage components, including the physical interface between the sign and beacon;

- Secure any required permits and/or approvals required to install the Pilot;
- Assist in the preparation of all bid documents necessary to fabricate and install up to one hundred (100) signs with beacons, and selection of a contractor to fabricate and install the Pilot. (Please note, if applicable, the Consultant may also respond to the fabrication and installation bid. If awarded, the fabrication and installation services will be outlined in a separate or amended contract.); and
- Prepare an LIC Compass pocket size card that outlines basic steps for using LIC Compass.

#### 1.4 Long Island City Partnership

Since 1979, LICP has served as the local development corporation for Long Island City with a catchment area of over five square miles. LICP's mission is dedicated to advocating for economic development that benefits LIC's industrial, commercial, cultural, and residential sectors. Its goals are to attract new businesses to LIC, retain those already in the community, welcome new residents and visitors, and promote a vibrant, diverse, authentic, mixed-use community. LICP also operates the LIC Business Improvement District ("LIC BID") and the LIC Industrial Business Zone ("LIC IBZ"), providing business services and assistance. See more about the LIC BID and LIC IBZ in **Section 2.1 Long Island City Community**.

LICP is a vital resource to existing and new businesses and as part of its mission hosts over a dozen networking and educational events in and for the community (e.g., neighborhood planning summits, small business trade shows, seminars on financial resources, community festivals, real estate roundtables). LICP acts as the central source of information about the larger LIC community (see [www.licqns.com](http://www.licqns.com)). In addition, LICP provides a variety of business services such as connections to government programs and facilitating financing, technical assistance to small businesses, troubleshooting, and acting as a liaison between corporations in the community and local residents, job seekers, and small business vendors/contractors.

Through its expansive work, LICP has established partnerships with most of the major businesses, civic and community organizations, social service providers, hospitality operators, cultural institutions, and developers. These partners can offer a valuable resource for introducing LIC Compass to the community as well as offer guidance during the planning and implementation phases. See section **2.3. Project Stakeholders and Boundaries** below.

#### 1.5 Submission Requirement Dates:

All submissions must be received by the LICP prior to **4:00 pm on Tuesday, November 28th, 2017.** Interested Consultant must submit **three (3) hard copies** their entire proposal. Emailed submissions will **not** be accepted.

Please submit proposals to:

**The Long Island City Partnership  
27-01 Queens Plaza North, 9<sup>th</sup> floor  
Long Island City, New York 11101  
Attn: Christina Chavez**

Proposals must include, but are not limited to, a detailed description of the proposed scope of work, including all project milestones and fees associated with delivery of such. In addition, a detailed schedule of all work, proposed project approach, firm qualifications and the resumes of applicable staff must be provided. Please refer to Section 4 "Submission Requirements," below.

## 1.6 Information Meeting and Important Dates

Consultants interested in submitting a proposal and who have questions about this RFP are encouraged to attend an optional Q & A forum to be held on **Friday, November 10<sup>th</sup>, 2017 at 1 pm** at LICP's offices at the address noted above in Long Island City. Consultants wishing to attend must preregister by emailing Christina Chavez at [cchavez@licpartnership.org](mailto:cchavez@licpartnership.org).

Consultants with questions should also contact Ms. Chavez via email, preferably before **12 Noon on Thursday, November 9<sup>th</sup>**. **No phone calls will be taken.** All questions received and answered by LICP will be posted on LICP's website at [www.licqns.com/LICCompassRFP](http://www.licqns.com/LICCompassRFP), after Friday, November 10<sup>th</sup>.

Questions submitted by email must include the Consultant firm name, a contact person, their title and contact information, and are to be emailed directly to:

**Christina Chavez at [cchavez@licpartnership.org](mailto:cchavez@licpartnership.org)**

**Subject: LICP RFP for Pedestrian Wayfinding and Signage Designer – Question**

Questions received after the Q & A Forum will only be answered at LICP's discretion.

LICP anticipates holding interviews with select Consultants on the afternoons of **December 6<sup>th</sup>, 7<sup>th</sup>** and/or **8<sup>th</sup>**. Please mark your calendars as these dates cannot be changed.

Below is a schedule of important dates.

### RFP Timeline:

<b><i>RFP Release</i></b>	<b><i>Wednesday</i></b>	<b><i>October 25<sup>th</sup></i></b>	
<b><i>Deadline to Submit Questions</i></b>	<b><i>Thursday</i></b>	<b><i>November 9<sup>th</sup></i></b>	<b><i>12 Noon</i></b>
<b><i>LIC Compass Q &amp; A</i></b>	<b><i>Friday</i></b>	<b><i>November 10<sup>th</sup></i></b>	<b><i>1 pm</i></b>
<b><i>RFP Submissions Due</i></b>	<b><i>Tuesday</i></b>	<b><i>November 28<sup>th</sup></i></b>	<b><i>4 pm</i></b>
<b><i>Interviews</i></b>	<b><i>Wed.- Fri.</i></b>	<b><i>December 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup></i></b>	<b><i>1-6 pm</i></b>
<b><i>Contract Execution and Kick-Off</i></b>	<b><i>Thursday</i></b>	<b><i>January 4<sup>th</sup></i></b>	<b><i>TBD</i></b>

## 2. CONTEXT

### 2.1 Long Island City Community

Long Island City covers approximately 5.4 square miles in Western Queens along the East River, and encompasses seven zip codes (11101, 11102, 11103, 11104, 11106, and 11109). The greater LIC area closely matches its historical boundaries: from north of Newtown Creek to Astoria Boulevard, and from the East River to Steinway Street (on the northeast side of Sunnyside Yards) and 43rd Street (on the south side of Sunnyside Yards).

Long Island City is in a period of explosive growth and transformation. Since the early 19th Century, LIC has been an essential economic driver for the region. It is a source of good-paying middle class jobs for local workers, of essential goods and services for NYC, and, increasingly, of housing—both affordable and market-rate. LIC's proximity to Manhattan, its inventory of reasonably priced real estate, and unparalleled access to transportation systems that connect the region—public transit, highways and airports—has ensured the neighborhood is a central node for production, commerce, and distribution.

Long Island City is becoming more residential—and in a more concentrated way. Between 2000 and 2015, while the area's population as a whole declined slightly, it also concentrated dramatically west of Sunnyside Yards where it grew by 19%. According to 2015 Census figures the population of the greater LIC area is 170,614 residents. Since 2006, more than 14,100 residential units have been completed with an additional 19,100 units in various stages of construction or planning. This rapid influx of new residents will reverse the overall population decline and concentrate it further in the area southwest of Sunnyside Yards.

The area remains and is becoming ever more attractive for commercial office, retail, light industrial, design, tech, and cultural uses, reinforcing the neighborhood's authentic, mixed-use character. With 33 hotels open and more than 30 in planning, more people than ever are visiting and staying in LIC. New construction and building renovations will add more than 4.5 million square feet of commercial and industrial space to the neighborhood, resulting in thousands of new jobs.

As noted above, the area also includes the LIC BID and the LIC IBZ, both managed by LICP. Created in 2005, the LIC BID recently expanded to twice its original size. As the City's Fourth Central Business District, the LIC BID area constitutes a major retail, commercial, manufacturing, cultural, and transportation hub with over 200 retailers and businesses. LIC's retailers are a mix of long time family owned-businesses, some of which have expanded to multiple locations or spin off businesses, as well as a recent growth of openings from independent retailers. LICP supports local businesses through marketing assistance, street beautification, and events such as Small Business Saturday. LICP is working closely with local developers and brokers to ensure there is a diverse mix of retail options to support the growing neighborhood.



The LIC IBZ is one of the largest in NYC, and home to many businesses providing essential goods and services to the NYC metropolitan region. Geographically, the LIC IBZ is non-contiguous and comprised of five sub-zones. The largest sub-zone lies southeast of the Sunnyside Rail Yard and contains the highest density of businesses in many of the industrial sectors including manufacturing; transportation; storage and warehousing; and construction. The area is also home to a growing number of businesses in creative arts (film and television production; performance dance) and new advanced technology firms (3D printing, design and prototyping; communications).

The area is well-served by major public transportation, including: 8 MTA subway lines, 15 bus lines, the Long Island Railroad, NYC Ferry service, 4 bridges, 1 tunnel to Manhattan, access to main roads and major highways, and 2 airports: LaGuardia and JFK Airports.

## **2.2 Background and History**

In 2015, with support from stakeholders, government, and private foundations, LICP launched the LIC Comprehensive Plan. Phase 1 of the Plan included a survey targeted to the 6,600 businesses and organizations in LIC, focus groups and stakeholder conversations, and an existing conditions report. The Summary Report, released in 2016, presented a list of 11 key findings and nine recommendations for policy and project investments to help meet the needs of LIC's growing community. The Summary Report and Appendices can be found at [liqcns.com](http://liqcns.com).

As noted above, LIC has many cultural and economic assets, yet these assets and opportunities are spread out over a large and disconnected neighborhood with inconsistent internal public transit (other than to get in and out of Manhattan), a confusing street layout, interposing infrastructure, and inefficient wayfinding. These divides and disconnects are problematic and hold back LIC's community growth. Through the work of the Comprehensive Plan, businesses, organizations, and stakeholders from multiple sectors stressed the need to improve wayfinding and connectivity within LIC.

The Project, LIC Compass, seeks to address these barriers to connectivity by creating a new wayfinding program that combines visual street signage with an online mapping tool catered specifically for LIC. More than direct users from point "A" to point "B," LIC Compass will be a wayfinding system built on a lean and modular infrastructure that serves as a community platform, connecting residents and community organizers, to newcomers, visitors, and business owners.

## **2.3 Project Stakeholders and Boundaries**

LICP will direct the Consultant and the Tech Consultants. The Project will seek input, comments, and feedback from LICP's Streetscape Committee of Board Members, the LIC Compass Technical Advisory Committee (TAC), project stakeholders, and other members of the LIC community. LICP will coordinate scheduling all necessary meetings. The Consultant and Tech Consultants are expected to attend and participate in all relevant meetings, unless otherwise directed by LICP.

The Project boundary area will primarily be LIC's central district which is made up of zip codes 11101 and 11109 ("Project Area"). See attached map. With input and feedback from the Committees and stakeholders, the Consultant will assist LICP and its Sub-Consultants in identifying the boundaries of the Pilot, as well as the location and placement of signage within the Pilot.

## 2.4 Existing Reports and Relevant Documents

LIC Compass will build off the work and findings of a number of reports, plans, programs, and projects. The Consultant shall have some knowledge of the majority of these works when preparing its response to this RFP, so as not to propose duplication of work performed to date.

At a minimum, the Consultant shall consider the following:

- **The NYC Department of Transportation and its WalkNYC Neighborhood Maps program**
  - LIC was one of four pilot locations launched in 2013. WalkNYC neighborhood maps are installed in select locations throughout LIC, on Citi Bike station kiosks and in printed map form. NYC DOT worked with LICP and stakeholders to identify landmarks and major points of interests on the maps, as well as identify locations for installation. Unfortunately, the placement of WalkNYC maps, while helpful, are too few to adequately serve as comprehensive wayfinding.
- **Long Island City Comprehensive Plan, Phase 1: Summary Report (2016)**
  - See description above and visit: <https://longislandcityqueens.com/licplan/>
- **Design Trust for Public Space, Under The Elevated: Reclaiming Space, Connecting Communities (2015)**
  - *Under the Elevated* presents design recommendations and programming and policy proposals for activating publicly owned land under NYC's bridges, elevated subway, highway, and rail lines. Working in partnership with NYC DOT, the Design Trust for Public Space held community workshops, conducted site visits and assessments, and implemented pilot pop-up programs in limited locations.
- **The Isamu Noguchi Foundation and Garden Museum & Socrates Sculpture Park, Civic Action: A Vision for Long Island City (2011-2012)**
  - *Civic Action* proposed the installation of wayfinding and signage systems throughout the area to provide orientation to the East River—a main geographical reference point in LIC and the cultural institutions in the neighborhood.
- **LIC Links Report (2007)**
  - Prepared for NYC EDC and NYC Department of City Planning, *LIC Links* suggested ways to incorporate wayfinding signage into urban design interventions on pedestrian bridges and gateways in the area, using unique screening treatments and lighted signage to illuminate dark areas.

- **Design Trust for Public Space, Long Island City: Connecting the Arts (2006)**
  - Produced in partnership with the LIC Cultural Alliance (LICCA), a collective of now twelve leading cultural institutions and organizations, and NYC DOT and Department of Cultural Affairs, *Connecting the Arts* presents recommendations for preserving and enhancing LIC’s cultural development. The recommendations and strategies for wayfinding and signage should be studied for possible adaptation with LIC Compass.

### 3. SCOPE OF SERVICES

As a requirement of this RFP the Consultant shall provide a full outline of the proposed scope of services (the “Scope”) which the Consultant deems necessary to complete the Project. Please note the Consultant is expected to attend stakeholder and biweekly team meetings, unless otherwise indicated by LICP.

Responses to this RFP must address the following tasks as part of the Scope. The Consultant is encouraged to provide more detail to each task and elaborate as it deems necessary to ensure the Project is a success.

#### 3.1 Task One: Existing Conditions, Neighborhood Analysis, and Data Collection

The Consultant shall become intimately familiar with the Project Area, review all existing reports and relevant documents, meet with relevant and key stakeholders as advised by LICP, and become conversant with smart wayfinding/signage, the work of Tech Consultants, and related technology.

The Consultant shall analyze pedestrian and transit networks, destinations, and access points within the Project Area. Based on its findings, the Consultant shall create a diagrammatic map (“Diagram Map”) of the Project Area, which outlines primary and secondary routes, confusing intersections, problem sight lines, and key pedestrian decision points.

#### **Tech Consultants:**

- Familiarization with Project Area and reports;
- Research existing smart wayfinding applications (“apps”) and signage;
- Select background base map *among available options*;
- Participate in Stakeholder and TAC presentations;

#### 3.2 Task Two: Signage System and Points of Interests (POIs)

Based on the Diagram Map and meetings with key stakeholders the Consultant shall define the basic parameters and components of the Signage System. The Consultant shall develop a range of signage typography. The Consultant shall consider signage size, location, and placement as it creates its designs. Size may vary depending on signage function and may in some cases serve as trail markers with limited text. The Consultant shall explore a wide selection of placement options including but not limited to

shop windows, pavement markings, street furniture, building facades, and lamppost, in addition to the different approvals such location(s) might require.

**Tech Consultants:**

- Identify *potential connected apps* and integrate placeholders for new connected apps on the home page design;
- Develop three onscreen conceptual branding platform designs;
- In concert with LICP and based on findings of research, define information categories to be collected, created, and displayed for Points of Interest (POIs);

### **3.3 Task Three: Conceptual Logo and Storyboard Designs**

Referencing LICP's existing logo and graphics, and based on the signage system parameters, the Consultant shall develop up to five (5) quick sketches of the LIC Compass brand/logo graphic for LICP review. In addition, coordinate with LICP Sub-Consultants in their development of conceptual storyboards that will guide the development of the user's street level and online experience.

**Tech Consultants:**

- Prepare content management system (CMS) for selected platform design and POIs;
- Help create forms and surveys to crowdsource the first POIs;
- In coordination with LICP and consultants develop conceptual storyboards of the screen-by-screen interaction between users, beacons, apps, and web map;
- After approval from LICP of POIs, prepare a minimum of five (5) draft POIs as examples;
- Work with the Consultant to ensure LIC Compass brand/logo graphic is incorporated into the beacon sticker and instruction designs;

### **3.4 Task Four: Schematic Designs, Committee Review, and Initial Agency Review**

Upon approval from LICP, the Consultant shall refine no more than two (2) sketches of the LIC Compass brand/logo graphic and incorporate such to prepare schematics for the Signage System. These two (2) sketches with schematics shall include all graphics that would be part of the physical LIC Compass. In addition, the Consultant shall provide sample graphic mock-ups (at full scale) of the proposed design and signage.

Schematic designs shall include depiction of how beacons and other technology will be embedded in some signage as well as any mounting hardware designs.

The Consultant shall assist LICP in presenting the two (2) sketches with schematics to Project Stakeholders, the Committees, the NYC DOT, the Public Design Commission (if determined to be necessary), and any other agency(s) that may require permits and/or approvals to install LIC Compass.

The Consultant shall make any revisions as necessary to receive all required approval.

**Tech Consultants:**

- Present CMS, draft POIs, and storyboard mock ups to TAC for feedback and thereafter to Project Stakeholders and Streetscape Committee;
- Adjust platform designs and data based on any valid input and as determined by LICP;
- Solicit POI suggestions from Project Stakeholders, identify first 100 POIs, and create visual and text data for each;
- Coordinate with TAC in refining features and interactions with any potential connected apps as links into the web map and page;
- Work with the Consultant to incorporate beacon hardware and stickers into the sketches and schematics as necessary;

**3.5 Task Five: Final Designs, Approvals, and Pilot Project Defined**

Based on stakeholder input and as approved by LICP, the Consultant shall assist in the delineation of the Pilot Project boundaries and outline the basic criteria to be used for determining the placement of all signage elements as per the signage typography. The Consultant shall identify the number and placement of all proposed signage within the Pilot Area.

Upon approval and sign-off by LICP, the Consultant shall prepare all final designs and specifications. The Consultant shall work with LICP and using its best effort seek to obtain all approvals and permits. Final designs should include, but not be limited to: detailed drawings with exact dimensions and materials, finishes, font hierarchy, interface technology components and installation details.

**Tech Consultants:**

- Present online version of map with the first 100 POIs and other features and interactions for internal beta testing;
- Edit as required and present to project stakeholders and TAC;
- Add up to 100 additional POIs as per LICP's direction;
- Present first complete draft version of live map and features;

**3.6. Task Six: Fabrication, Installation, and Testing**

After receiving all necessary approvals, the Consultant shall assist LICP in preparing all bid documents, include signage placement, necessary to competitively bid the work for installation within the Pilot Project area. The Consultant shall assist in the review of bids, overseeing fabrication, quality of materials, and installation.

The Consultant shall work with LICP, the Committee, and stakeholders to incorporate feedback and comments of the prototype signs in the field.

**Tech Consultants:**

- Make any modifications and adjustments as needed and finalize live map and program platform;
- Deliver beacon hardware and smart stickers with LIC Compass brand/logo graphic;

- Field test LIC Compass at all sites and fix any maintenance issues;

### **3.7 Marketing, Testing, and Maintenance**

The Consultant shall work with the Tech Consultants to design simple instructions for using LIC Compass for both printed materials and web based marketing. In addition, the Consultant shall work with LICP and assist in the preparation of a marketing strategy towards the residents, workers, and visitors to LIC.

Work with LICP, the Committee, and stakeholders to incorporate feedback and comments into the Testing Phase Design

#### **Tech Consultants:**

- Provide a training presentation for select LICP staff on how to enter data and maintain files on the back-end CMS;
- On a monthly basis, provide any updates, troubleshooting, and maintenance necessary to fix any glitches in the program and signage.

### **3.8 Task Eight: Final Work Product**

The Consultant shall provide to LICP complete files that can be edited and in PDF format of all signage, marketing, and brand designs and guidelines, with any non-standard fonts provided in downloadable format.

The Consultant shall prepare a rough estimate of the cost to design, build, and install the full build out of LIC Compass. The Consultant may also submit its estimate for continuing services to oversee this work.

In addition, the Consultant shall prepare a brief summary document of no more than 12 pages that outlines the need, design, and solution of the LIC Compass Project.

## **4. SUBMISSION REQUIREMENTS**

Responses must be submitted in accordance with the requirements set forth in this Request for Proposals. These requirements were created to standardize the responses and enable a consistent evaluation of the proposals. All submittals must include page numbers and should be double-sided.

Responses should consist of **three (3) printed and bound copies** of the proposal. All submissions must be received by LICP prior to **4:00pm on Tuesday, November 28th, 2017.**

Please submit proposals to:

**The Long Island City Partnership  
27-01 Queens Plaza North, 9<sup>th</sup> floor  
Long Island City, New York 11101  
Attn: Christina Chavez**

Proposals must include the following elements in the order listed below:

#### **4.1 Cover Letter**

An introductory letter indicating name of firm and team composition, contact person, address, phone, e-mail, and a short statement summarizing the strengths of the firm/team as it relates to the Project.

#### **4.2 Relevant Experience**

A description of the firm/team's relevant experience and capabilities, with description and images of a minimum of three (3) comparable projects. Relevant examples of past work should demonstrate the firm's ability to execute projects of comparable complexity and scale.

#### **4.3 Approach and Scope**

A clear description of how the Consultant will complete the Scope, including Project milestones, meetings and deliverables. Responses must also include a Project schedule corresponding to the Scope.

#### **4.4 Personnel Qualifications**

A Project team organization chart with names and resumes of the principals, project managers and professional staff who would work directly with LICP. Responses must also include the amount of time principal(s) and other key staff members will devote to the Project as well as information regarding any other major commitments that may impact the availability of key staff during the course of the Project.

#### **4.5 References**

For each firm/team entity provide names and contact information for three (3) individuals who can speak to the firm's past performance on the comparable projects submitted within the proposal.

#### **4.6 Fees**

Fee details shall be broken down by major milestones and tasks as outlined in the Consultant's approach to the Scope. In addition, provide hourly rates and estimated hours divided accordingly to the major milestones and tasks for each person on the Project team. Any additional expenses should be noted and defined. Travel expenses, however, will not be covered.

#### **4.7 Submission Date**

As noted above all submissions must be received by LICP prior to **4:00pm on Tuesday, November 28th, 2017.**

Proposals are to be submitted to:

**The Long Island City Partnership  
27-01 Queens Plaza North, 9<sup>th</sup> floor  
Long Island City, New York 11101  
Attn: Christina Chavez**

## 5. SELECTION

LICP will be solely responsible for selecting the winning proposal however, at LICP's discretion it may involve other parties in the review process.

### 5.1 Process

LICP's evaluation of proposals will be based on the following metrics listed in order of importance:

1. Understanding of the Project goals and demonstrated qualification and quality of successful, relevant experience;
2. Proposed project approach;
3. Demonstrated team capacity;
4. Ability to meet specifications, terms, and conditions of this RFP;
5. Familiarity with the Project Area;
6. Cost of Services

Respondents are strongly encouraged to use its best efforts to incorporate meaningful participation by Minority-owned Business Enterprise (MBE) / Women-owned Business Enterprise (WBE), collectively MWBEs, as part of its proposal. A directory of New York State certified M/WBEs can be found at the following internet address: <https://ny.newnycontracts.com>

M/WBE organizations are encouraged to respond to this RFP.

### 5.2 Interviews

LICP anticipates interviewing no more than four responses. LICP anticipates holding interviews with select Consultants on the afternoons of **December 6<sup>th</sup>, 7<sup>th</sup>** and/or **8<sup>th</sup>**. Please mark your calendars as these dates cannot be changed.



## 6. MISCELLANEOUS CONDITIONS

### 6.1 Obligations

The issuance of this RFP and the submission of a response by any Consultant firm(s) or the acceptance of such response by LICP does not obligate LICP in any manner. Legal obligations will only arise on the execution of a formal contract between LICP and the Consultant it selects.

### 6.2 Modifications

LICP reserves the right (i) to amend, modify, or withdraw this RFP, (ii) to revise any requirements of this RFP, (iii) to require supplemental statements or information from any firm, (iv) to accept or reject any or all responses hereto, (v) to extend the deadline for submission of responses thereto, (vi) to negotiate or hold discussions with any respondent and to wave defects and allow corrections or deficient responses, which do not completely conform to the instructions contained herein, and (vii) to cancel this RFP, in whole or in part, if LICP deems it is in its best interest to do so. LICP may exercise the foregoing rights at any time without notice and without liability to any proposing firm and to any other party for their expenses incurred in the preparation in the response hereto or otherwise. Responses to this RFP will be prepared at the sole cost and expense of the responding firm(s). No copies of materials submitted in response to this RFP will be returned.

### 6.3 M/WBE Compliance

It is the policy of LICP to comply with all federal, state, and local laws, policy, orders, rules, and regulations which prohibit unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability, or marital status, and to take affirmative action in working with contracting parties to ensure that the New York State Business Enterprises, Minority and Women-Owned Enterprises (M/WBEs), Minority Group Members, and women share in the economic opportunities generated by LICP's participation in projects or initiatives and/or the use of public funds. As this project is in part funded from funds originated with the Empire State Development (ESD), ESD's non-discrimination and affirmative action policy will apply to this incentive project. The Consultant is strongly encouraged to use its best efforts to incorporate meaningful participation by M/WBEs as part of its proposal. A directory of New York State certified M/WBEs can be found at the following internet address: <https://ny.newnycontracts.com>

### 6.4 Costs and Liability

LICP shall not be liable for any cost incurred by a respondent in the preparation of this RFP or for any work or services performed by a respondent prior to the execution and delivery of a contract between LICP and the respondent/Consultant. LICP will not reimburse any costs, expenses, damages, or losses incurred by any respondent at any time unless LICP has expressly agreed to do so in writing, regardless of whether a respondent is selected or not.

## **6.5 Intellectual Property**

Any reports, documents, data, photographs, designs, deliverables, and/or other material produced pursuant to this Project, and any and all drafts and/or other preliminary materials in any format relative to such items produced pursuant to this Project shall upon their creation become the exclusive property of LICP unless otherwise stated in writing and signed by LICP's President.

## 7. NEIGHBORHOOD MAP

