

## REQUEST FOR PROPOSALS

P20AP00200

### BUILDING A BRAND FOR THE SOUTH MOUNTAIN BATTLEFIELD

Q&A 7/15/2020

- We have reviewed the RFP and the in-depth Preservation Report. Are there still ongoing concerns about the potential land swap and how would it impact the future of land/project?
  - The potential land swap is unlikely to proceed and will have no impact on this project.
  
- You refer to voluntarily branding. Is the assumption that the various entities involved would implement the new visual identity into their existing signage and related communications? Do you have an inventory of existing signage across the battlefield range?
  - The expectation is a voluntary rebranding overtime. There is no inventory and a survey of resources should be a service the consultant provides.
  
- The RFP does not mention the development of Interpretive signage as a component of the branding. Would you like us to include that in our proposal?
  - At this point, the focus is on branding, guidelines, etc. and not specific interpretive signage, but the brand should work for that type of media.
  
- The Report interviewed a number of stakeholders to inform that work. Could you give us a senses of the group for review and approval of the branding? Do you anticipate presentation to a larger group of stakeholders as well?
  - The stakeholders will be key landholders and government agencies – roughly 5-10 partners.
  
- Are you able to provide any budget parameters for this work?
  - Given federal procurement rules, we are unable to answer questions concerning the budget.
  
- Time Frame: Is the September 2021 deadline for the deliverables only, as opposed to implementation by stakeholders.
  - Correct.
  
- What is the nature of (for example, interpretive vs. directional) and number of existing signs? Do you envision the quantity increasing? What are the nature of the other

REQUEST FOR PROPOSALS

P20AP00200

BUILDING A BRAND FOR THE SOUTH MOUNTAIN BATTLEFIELD

Q&A 7/15/2020

"branded resources" referenced that are found in the field? What is the distinction between the "visual" and "physical" when referring to "branded resources?"

- Nature of existing signs is unknown, but likely 100 or less. This is the reason for the landscape survey of existing resources. We expect the quantity to remain the same. Other branded resources might be directional signage, etc. Visual vs. physical is largely just to describe the full variety of signage -- they're likely the same.
- How comprehensive do you envision the three branded alternatives? Is it logo concepts only, or is it the logo applied to prototypes? If the latter, please define the individual components.
  - Logo with perhaps one simple prototype (on an interpretive or directional sign for context).
- Please elaborate on the idea of a "phased branding implementation plan" and the factors you envision influencing that plan?
  - Essentially a simple plan for groups of varying capacities to embrace which would allow the logo and brand to be rolled out over a period of years.
- Please elaborate on what is meant by "design-ready files," "materials" and "printed materials." What is the skill level of the stakeholders who will be implementing the designs? Will the branding firm implement any of the final applications of the brand?
  - I think we're envisioning files which could be used for printing. EPS, TIF, PDF, JPEG, PNG, etc. Skill level will be all across the board. Implementation of final applications is not part of this scope.
- Can you tell us approximately how many interpretive signs are currently in place or how many interpretive signs you think will be needed?
  - Total universe is currently unknown, but expected to be around 100 or less. This is why we asked for a survey of existing resources.
- Please confirm that the scope of work includes wayfinding signage and interpretive signage.
  - The scope includes branding, logos, etc. which would be deployed on this type of media – but not designing this media.
- Can you provide examples of what is in place now?
  - No. This can be found via Google or in the previously completed report.

- To whom should the response be addressed to?
  - Nicholas Redding, Exec. Dir.
  
- Do you anticipate the need for public / community input, or will the client involvement primarily be with staff and select stakeholders. If public engagement is necessary, we usually include 2 -3 additional meetings.
  - No community input is anticipated. Only staff/select stakeholders.
  
- In addition to the branding logo/identity, can you provide guidance on other brand elements you may want designed; interpretive signs (template or qty), merchandise, website, brochure, etc. ?
  - No specific interpretive media, signage will be designed, unless budget allows as an additional item (you may include this in your proposal). We would like a sample mock-up, if possible.
  
- Branding projects can have a significant range in effort and costs, Is there a not-to-exceed budget (or range) you have in mind. I only ask this because it will give us an understanding on the level of execution anticipated. If it is on the high side, we know that there is opportunity for broader considerations, additional in-person meetings and deeper design investigations, if it is on the lower end, we may have to streamline our process and look and combining certain efforts.
  - Unfortunately, given federal procurement rules, we cannot answer questions about the budget.