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**Addendum to the Request for Qualifications for Graphic Design Services for Planning, Design, and Development (RFQ LMDC-09)**

1. Please acknowledge receipt of this Addendum in your submission.
2. The Response Deadline has been extended to Wednesday, September 18, 2002 by 5:00 PM EST.
3. The submission must consist of four (4) individually bound copies.
4. All respondents must complete Schedule A-1 (Staffing Plan) and bind it with each copy of the submission. Do not send Schedule A-1 to Empire State Development.

**Responses to Questions**

1. I am writing to you about the RFQ on the LMDC website. To me it seems this qualifications form is geared more towards firms, or corporations that have multiple personal on the staff. I am an individual graphic designer with good working knowledge of design concept and graphic illustration as well as other entities. I wish to submit my work in for review of the LMDC but seem to only understand questions A.1-A3. I feel that the majority of the questions on the RFQ rule out the individual's who do not belong to firms and i feel that is of a basis and wish for this statue to be resolved or explained further. If LMDC could make two applications, one for the individual and another for a firm then that could be a better approach to the selection process.

*LMDC is looking for respondents capable of providing the services listed in the RFQ. This could include individuals, firms, or teams consisting of both.*

2. Could you provide a bit more insight into the type of collateral that will be required for this project i.e., 3-d models, sketches, building and landscape illustrations, brochures, logo, posters, maps etc.

*The RFQ is for "on-call" services so that nature of the materials will vary. LMDC is interested in respondents who can propose a wide variety of graphic design solutions consistent with the initiatives undertaken by LMDC.*

- 3. Would you consider, as part of the RFQ, qualifications on designing environmental communications (i.e. sign systems, exhibits, public art, monuments, commemorative elements, recognition walls and other interpretive elements? Environmental communications are usually an important part of an urban project such as this one.**

*This RFQ is for graphic design services for Planning Department materials*

- 4. Will you be seeking environmental communication services as part of another RFQ in the near future?**

*Possibly.*

- 5. In section A - Background Experience and Personnel, you ask for a description of our organizational structure. Are you referring to the organizational structure of the project team we would assign to this project? Could you clarify?**

*We are looking for the organizational structure of the team serving LMDC.*

- 6. In Section C - Criteria for Selection, you ask the proposer to "demonstrate knowledge of New York City, and Lower Manhattan in particular, including mapping, etc." Can you clarify further? What kind of information would you like to know?**

*What experience your firm may have with graphic materials related to New York City and its geography, architecture, urban design, etc.*

- 7. In Section B - Fees and Costs, you ask for a schedule of all reimbursable expenses and a rate for each. Could you clarify the specific information you would like to know? If we cannot list out each reimbursable item and its rate, would you accept a lump sum and a general list of what reimbursable expenses usually are included in this lump sum?**

*We need to know line item amounts for reimbursable expenses that respondents anticipate submitting for payment. A lump sum is not appropriate as the scope of work is not yet defined.*

- 8. Will we receive answers to all questions asked by the other proposers along with the answers to our own questions?**

*Yes.*

- 9. Would you describe in more detail what is meant by "digital books"**

*Books that are printed on a digital print run, and/or books that are used mainly on the world wide web.*

**10. Please elaborate on "on-call".**

*Firms will be asked by LMDC to provide services on particular projects as needed.*

**11. Are we correct to assume that we are not permitted to include samples of printed materials (i.e. the actual brochure or booklet), but photos that are bound into our proposal?**

*Samples of up to five projects are exempt from the ten (10) page limit.*

**12. Will LMDC supply a single consistent contact person for all projects?**

*The LMDC's Vice President for Planning, Design, and Development is the director of all projects. The Vice President will designate different members of his Department to be the contact person on a project-by-project basis.*

**13. Please clarify what is meant by "cap on fees". (i.e., cap on hourly rates for the three year contract.)**

*A fixed dollar sum which fees may not exceed.*