

EXHIBIT PLANNING AND DESIGN
Questions and Answers

Question 1: The RFP states that because funding for this project is being provided by the National Park Service, the (design fee) contract cannot exceed \$44,000. Given the scope of services for the exhibit and media design work over a 12-month duration, has the projected maximum design fee been based upon a mandatory percentage of the production cost? If not, does media treatment and development have to be a component of the exhibit design fee, as opposed to including that fee as part of the exhibit fabrication and media production budget of \$175,000?

Answer: The National Park Service allocated and provided the funding to the Pinelands Commission for the design phase of this project. The contract cannot exceed \$44,000 because that is the total amount of funds available for this project. The \$44,000 total is not specifically based upon a mandatory percentage of the production cost. As part of the design development under Task 3 ("Design Development II"), the bidder must provide an "Audiovisual and Interactive Multimedia Report," which includes treatments for audiovisual programs and designs for interactive programs and identifying equipment requirements for all audiovisual and interactive multimedia elements. The production of identified media treatments can be included as part of the exhibit and media fabrication, as noted in the Production Cost Estimate.

Question 2: Can the timeline for the design work be compressed to better reflect a project scale that is only a little more than 316 SF? For example: one person billed at \$95/hour for 8 hours equals \$760/day. If that person works only one day a week on the project for 52 weeks in a year, the cost for that person alone is \$39,520 out of a \$44,000 maximum fee. This leaves only \$4,480 for a media consultant, project meeting and administration time, and reimbursable expenses. Given this, can another workplan/schedule be proposed that attempts to better reconcile the relationship of design fee to scope and duration of work by compressing the duration of the design work?

Answer: Yes, bidders can propose an alternate work plan/schedule to better reconcile the relationship of design fee to scope and duration of work by compressing the duration of the work, so long as they still demonstrate that they will effectively and sufficiently accomplish all of the necessary work to the satisfaction of the Evaluation Committee.

Question 3: May the length of the project be compressed as long as the list of tasks and deliverables remains as stated in the solicitation?

Answer: Yes, bidders can propose an alternate work plan/schedule so long as they still demonstrate that they will effectively and sufficiently accomplish all of the necessary work.

Question 4: A 316 sq ft room, sometimes referred to as the Technical Center (behind the receptionist's desk - Attachment A-10, page 1 of 22] also called the Exhibit room (Attachment A-10, page 17 of 22, see plan) including the lobby and entrance areas (line 1 & 2 from Scope

of Work, RFP-11-1001) seem to all be included in this RFP. Please verify and clarify the scope of work for this entire RFP.

Answer: The scope of work for this project includes planning and designing interpretive exhibits for a 316 square-foot room (also referred to as the Technical Center and Exhibit Room per page 17 of Attachment A-10) and portions of the lobby and entrance areas of the RJS Center. The initial phase, Pre-Design and Schematic Design, must be based, in part, on the Exhibit Assessment (Attachment A-10). However, it should be noted that the Exhibit Assessment is a "starting" point to frame the discussion for the full design.

Question 5: Cover Page must be signed in ink. What does the item "a signed verification of addenda" refer to?

Answer: The item for which you are inquiring refers to this document (Addendum No.1 to RFP-11-001; Questions and Answers). The attached "Verification of Receipt of Addenda" sheet also needs to be signed in ink and submitted along with the Cover Page.

Question 6: Regarding,
NJ State Business Registration Certificate (Instructions for Preparing Proposals)
Source of Discloser Certification (Attachment A-2)
Non-collusion Affidavit (Attachment A-3)
Ownership Discloser (Attachment A-4)
Including, but not limited to;
Affirmative Action (Attachment A-5)
MacBride Principals (Attachment A-6)
W-9 (Attachment A-8)
Chapter 51/117 (as mentioned in Attachment A-1)

Are these forms to be included for all independent free-lance talent and consultants?

Answer: The following documents are to be completed by the bidder and submitted with the Bid Proposal: New Jersey Business Registration Certificate (proof of), Source Disclosure Certification Form, and Ownership Disclosure Form.

The following documents must be submitted before Contract Award: Non-Collusion Affidavit, Affirmative Action Regulations, MacBride Principles Certification, W-9 and Chapter 51/Executive Order 117 Vendor Certification. Bidders are strongly encouraged to submit these documents with the Bid Proposal.

The following documents are needed from any independent free-lance talent, consultant and/or subcontractor being used: New Jersey Business Registration Certificate and W-9. These documents are to be submitted with the Bid Proposal.

Question 7: Is it to be understood that all references to: Ordinances, Acts, provisions, Public Laws, Executive Orders, etc. mentioned in the Terms and Conditions Attachment (Attachment A-1) are standard business practices? And, if so, will they be reviewed and explained when the proposal is awarded?

Answer: Attachment A-1, New Jersey Pinelands Commission, Terms and Conditions, are our standard business practices. Any of the Terms and Conditions that are not understood by the successful vendor will be explained, if necessary.

Question 8: Are we correct in assuming that all information in the proposals NOT awarded will REMAIN confidential?

Answer: No. With the exception of personal information, bid proposals become Public Records.

Question 9: Will Social Security Numbers and Employer Identification Numbers that are provided in the W-9 (Attachment A-8) forms remain confidential regardless of whom the proposal is awarded? Additionally, will sensitive and proprietary information in other parts of this RFP be kept confidential?

Answer: Social Security Numbers and Employer Identification Numbers are confidential. The rest of the proposal will become a Public Record..

Question 10: What parts of this attachment (A-10) have already been done and installed? Where has any of the completed work been installed?

Answer: Attachment A-10 is an initial exhibit assessment that was developed for planning purposes and is to be used as a starting off point for the completion of the formal exhibit design as referenced in this RFP. None of the concepts or ideas represented in this exhibit assessment (Attachment A-10) have been completed.

Question No. 11: What still needs to be accomplished?

Answer: Please refer to the answer to Question 10.

Question No. 12: (Attachment A-10, 5th bullet point) If no exhibits have been permanently installed there may be (probably is) a modified floor plan that would make the center more inviting. Is this item open for discussion?

Answer: As noted on page 8 of Attachment A-10 (under "Design Requirements for Exhibits"), these exhibits should not require significant structural changes to the building (such as tearing down existing walls). We are open to discuss modifications to the existing assessment plan, so long as they do not require significant structural changes to the building or other improvements that would require major construction.

Question No. 13: Do Appendices B, E and F (mentioned in Attachment A-10 and not included in this RFP) have any relevance in preparing this RFP? And if so, what is their relevance?

Answer: No, they are not relevant.

Verification of Receipt of Addenda

All bidders are to acknowledge receipt of Addendum No.1 to RFP-11-001 by returning this page signed when submitting the bid.

Signature

Date