

**A446**  
**TERM SIGNAGE DESIGN SERVICES**  
**Consultant Briefing**

06.22.23

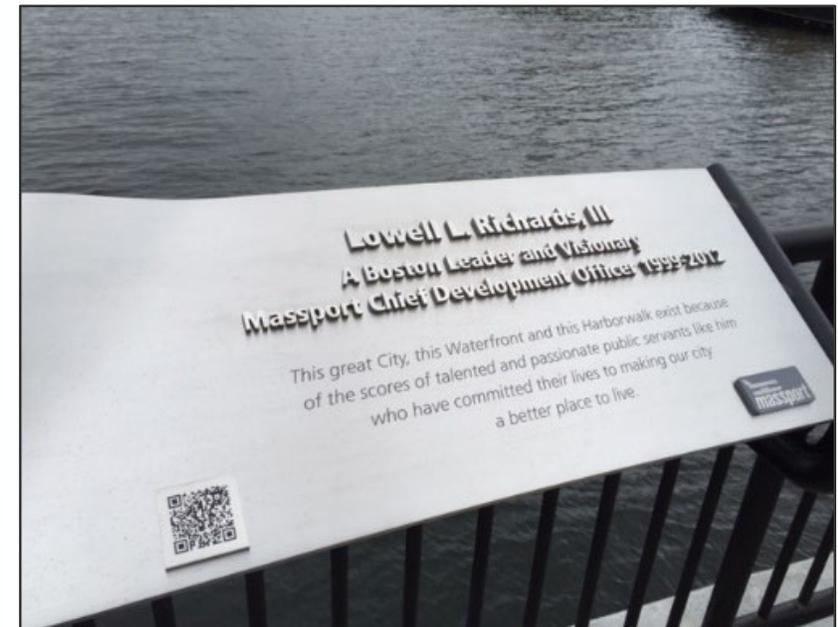


# A446 Term Signage Design Consultant Briefing

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## Introduction

- Please enter your contact information in the Zoom Meeting chat window:
  - First and Last Name
  - Company
  - Email

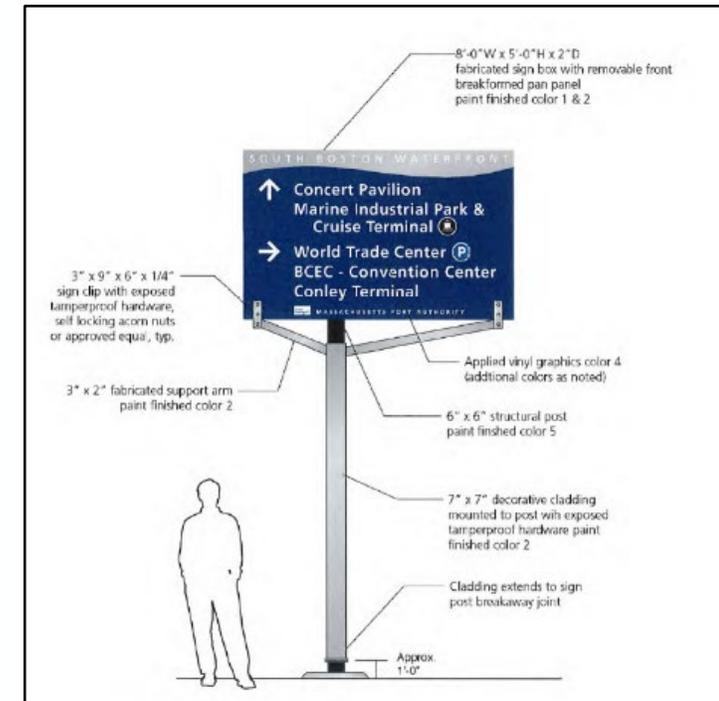


# A446 Term Signage Design Consultant Briefing

## Agenda

**Expected Outcome:** *An understanding of the Bid Express Submission Process*  
*Gained insights to the A446 RFQ requirements*

1. Bid Express
2. Term Contract Background
3. Solicitation for Consultant Design Services
  - Multidisciplinary Team Expertise
  - Scope of Work
  - Evaluation Criteria
  - Submission Schedule



South Boston Signage Program

# A446 Term Signage Design Consultant Briefing – Bid Express Info

Business Finance Community Media About Massport COVID-19

← BUSINESS / BIDS & OPPORTUNITIES

## Capital Bids

**Bids & Opportunities**  
Current Opportunities  
**Capital Bids**

Forms & Procedures

Concessions

Advertising

Goods & Services

Real Estate

Leasing Space

Massport has introduced online bidding for all C.149 and C.30 projects and Consultant Professional Services.

[Online Bidding Project Information](#)

[Bid Express New Vendor Instructions](#)

All new bids for C.149 and C.30 projects Consultant Professional Services can be found on the [Massport Bid Express website](#). The construction projects listed below under Advertised Contracts that are C.149 or C.30 have already been advertised. No hard copies of the bidding information, Proposal, Plans and Specifications, Addenda, or other material is available. Nor will Massport accept hard copy bids for these projects. Bidding on these projects is completely online.

All bidders need to be registered with Bid Express to submit or respond to Bids. Please refer to the new [Bid Express New Vendor Instructions](#).

[Advertised Contracts](#) [Results](#)

Select An Opportunity Type ▾

- Massport has introduced online bidding for all C.149 and C.30 projects
- Consultant Professional Services RFQs for Projects Advertised after May 10, 2023 will be submitted through online bidding (BidExpress).
- No hard copies of the bidding information, Proposal, Plans and Specifications, Addenda, or other material are available. Nor will Massport accept hard copy bids for these projects. Bidding on these projects is completely online.
- All new bids for C.149 and C.30 projects and Consultant Professional Services can be found on the [Massport Bid Express website](#).
- [Online Bidding Project Information](#)

# A446 Term Signage Design Consultant Briefing – Bid Express Info

← BUSINESS / BIDS & OPPORTUNITIES

## Capital Bids

Massport has introduced online bidding for all C.149 and C.30 projects and Consultant Professional Services.

[Online Bidding Project Information](#)

[Bid Express New Vendor Instructions](#)

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[Advertised Contracts](#) [Results](#)

Select An Opportunity Type ▾

PROJECT #	OPPORTUNITY TYPE	PROJECT TITLE	DUE DATE	ESTIMATE
<a href="#">M741</a>	Professional Consultant	Hoodsac Pier Bulkhead Rehabilitation	6/8/2023	\$2,000,000
<a href="#">A446</a>	Professional Consultant	Third Party Commissioning Consulting Services FY23-25, All Massport Owned and Operated Facilities	5/26/2023	\$1,000,000
<a href="#">A448</a>	Professional Consultant	On-Call Geographic Information System Consulting Services	5/25/2023	\$500,000
<a href="#">L1033</a>	Professional Consultant	Runway 27 Safety Area Improvements	5/18/2023	\$5,000,000
<a href="#">L1026</a>	Professional Consultant	O&E Maintenance Building	5/18/2023	\$2,000,000
<a href="#">M750</a>	Professional Consultant	FY23-27 Maritime Term Architecture/Engineering Services	5/18/2023	\$2,000,000

- The Professional Consultant RFQ's will be listed under the related Project # and Project title on the Massport website:  
<https://www.massport.com/massport/business/bids-opportunities/capital-bids/>
- Please submit qualification via Bid Express  
<https://www.bidexpress.com/>

# A446 Term Signage Design Consultant Briefing – Bid Express Info

**infotech**

Welcome to Infotech® registration  
Infotech is the home of valuable services for construction contracting firms. We provide you with only the services you need and get access from any computer, any time.

**My Info**

First Name: [ ]

Last Name: [ ]

Email: [ ]

Email Confirmation: praczkowski@massport.com

Time Zone: (GMT-05:00) Eastern Time (US & Canada)

Password: [ ]

Password Confirmation: [ ]

Question: [ ]

Answer: [ ]

If you forget your password we'll ask you to verify this.

**My Business**

Name: [ ]

City: [ ]

Phone: (555) 555-5555 x55

State: [ ]

Address1: [ ]

Postal Code: [ ]

Address2: [ ]

I have read and agreed to [Privacy Policy](#), [Terms of Use](#), and [DMCA Policy](#), and acknowledge that I understand how Infotech uses any personal information I supply to Infotech, and I approve of these uses.

Keep me updated on the latest Infotech new product releases and promotional offerings.

- All bidders need to be registered with Bid Express to submit or respond to Bids.

<https://www.infotechexpress.com/registration/new>

- Please refer to the new [Bid Express New Vendor Instructions](#):

<https://infotechinc.zendesk.com/hc/en-us/sections/12044610308375-Bid-Express-Vendors>

# A446 Term Signage Design Consultant Briefing – Bid Express Info

## A447 RFQ listed below in Bid Express

The screenshot shows the Bid Express website interface. At the top, there is a navigation bar with 'Home', 'Our Solicitations', 'Public Solicitations', 'My Profile', 'Stats', and 'Contact Us'. Below this is a search bar and a 'Create Solicitation' button. A table lists various solicitations with columns for 'Solicitation', 'Status', and 'Due'. The first entry, 'A447 RFQ PROFESSIONAL SERVICES', is highlighted with a blue arrow pointing to it.

Solicitation	Status	Due
<b>A447 RFQ PROFESSIONAL SERVICES</b> Professional Consultant Services A447 TERM ROOF AND BUILDING EN...	Draft	06/22/2023
LP2301 LP2301 FY 24-27 PASSENGER BOARDING BRIDGES MAINTENANCE ...	Advertised	05/25/2023
AP2302-C1 (TERM) AP2302-C1 TERM INTERIOR BUILDING REPAIRS, BOSTON, BEDFOR...	Draft	05/24/2023
AP2305-C1 (TERM) AP2305-C1, TERM CAULKING/SEALANT REPAIRS, BOSTON, BEDFOR...	Advertised	05/03/2023
L1740-C1 (GENERAL) L1740-C1 (GENERAL) LOC CRAC UNIT REPLACEMENT, ONE HARBO...	Closed	04/26/2023
L1738-C1 L1738-C1 ENERGY OPTIMIZATION PROGRAM – LOGAN AIRSIDE CHA...	Closed	04/19/2023
L1740-C1 (SUB) L1740-C1 (SUB) LOC CRAC UNIT REPLACEMENT, ONE HARBORSIDE ...	Closed	04/12/2023
W308-C1 W308-C1 RUNWAY 11-29 REHABILITATION FROM STATION 48+20 TO ...	Closed	03/22/2023
L1709-C1 L1709-C1 2023 MISCELLANEOUS AIRFIELD PAVEMENT IMPROVEMEN...	Closed	03/22/2023
H288-C1 H288-C1 RUNWAY 5-23 (SOUTH OF RW 11-29) REHAB, LIGHTING AND...	Closed	03/08/2023
AP2209-C1 (TERM) AP2209-C1 FY2023-2026 TERM CONTRACT FOR ON-CALL AND EMER...	Closed	03/08/2023
MP2301-C1 (TERM) MP2301-C1 (TERM) MARITIME PAVEMENT REPAIRS - TERM CONTRA...	Closed	03/08/2023
AP2304-C1R-(TERM) AP2304-C1R TERM DOOR REPLACEMENT BOSTON, BEDFORD, AND ...	Closed	02/22/2023
L1645-C1	Closed	02/08/2023

## Submit Qualifications under Required Document List

The screenshot shows the details for the 'A447 RFQ PROFESSIONAL SERVICES' solicitation. The page includes a navigation bar, a status bar, and a list of document types. The 'General Info' section provides details about the solicitation, including the number, deadline, and description. A map of the project location in Suffolk County, Massachusetts, is displayed. The 'Project Solicitation Documents' section is also visible at the bottom.

**General Info**

Number: A447 RFQ PROFESSIONAL SERVICES  
 Allow zero unit prices and labor? No  
 Deadline: 06/22/2023 12:00 PM EDT  
 Allow negative unit prices and labor? No  
 Auto Advertise: 05/18/2023 09:00 AM EDT  
 Allow multiple bids per vendor for this solicitation? No  
 Description: Professional Consultant Services A447 TERM ROOF AND BUILDING ENVELOP ALL MASSPORT FACILITIES BOSTON-BEDFORD & WORCESTER MASSACHUSETTS MAY, 2023  
 Allow Electronic Signatures? Yes  
 State: Massachusetts  
 Allow vendors to ask questions? No  
 County: Suffolk  
 Restricted? No  
 Mark solicitation as an RFP? No

**Project Solicitation Documents**

Order	Name	Description
0	Attachments	

# A446 Term Signage Design Consultant Briefing

## Background

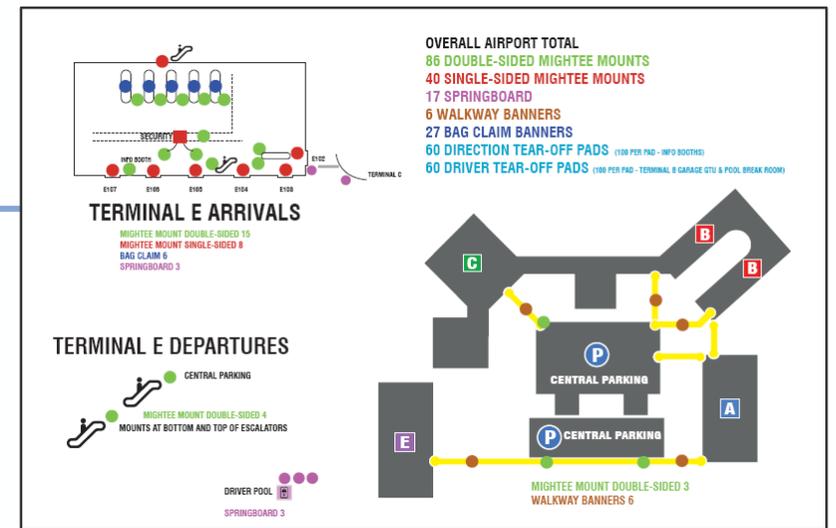
- Massport maintains over **200** buildings
- Across five site areas
  - **Boston ~ Worcester ~ Bedford**
- Work may be at one or all properties
- Signage systems
  - **Roadway (MUTCD)**
  - **Curbside and Interior**
  - **Wayfinding**
  - **New ~ Repairs ~ Retrofit**
  - **Guidelines and Standards**



# A446 Term Signage Design Consultant Briefing

## Term Contract

- Term Signage Design Contract:
  - Massport's goal is to issue more than one contract
  - Each consultant to be issued a contract in an amount not to exceed one million dollars (\$1,000,000)
  - Services shall be authorized on an **on-call, as needed, work order** basis to address priorities of need
  - Work Orders may range from a peer design review, preparation of term signage contract documents, in-field evaluation of conditions, modifications or retrofit of existing, update of design standards, to design of a new system.

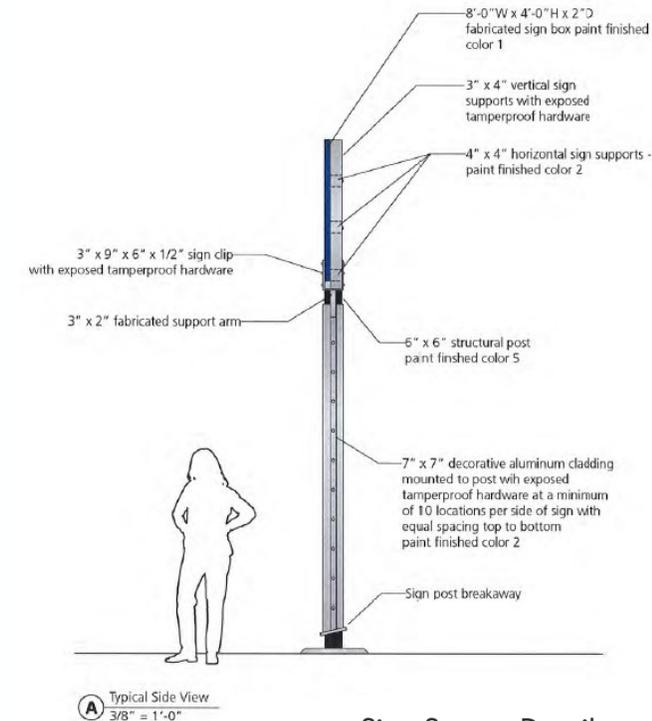


Signage Plan for Program Rollout

# A446 Term Signage Design Consultant Briefing

## Multidisciplinary Team - Expertise to include (but not limited to):

- Existing condition evaluation and documentation of signage systems / installations
- Signage and Graphic Design
- Design of wayfinding systems
- Schematic design, design development, and installation details and specifications of sign systems; preparation of construction and bid documents
- Architecture, civil, structural, lighting, and electrical engineering, cost estimating, and bid documentation under MGL Chapter 149
- Regulatory Compliance



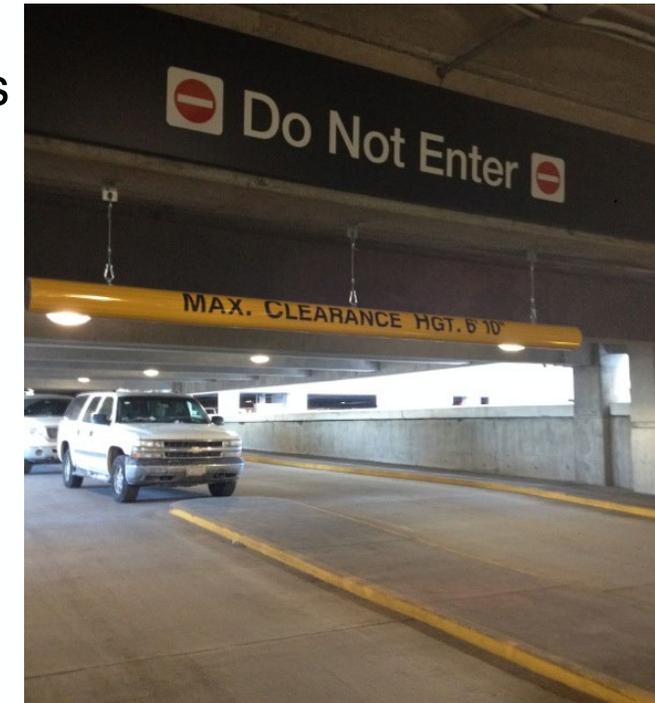
Sign System Details

# A446 Term Signage Design Consultant Briefing

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## Scope of Work – May include but not be limited to:

1. Planning: investigations, existing conditions documentation, and evaluation
2. Design and Construction: design development, construction drawings and specifications, preparation of CAD/BIM plans, cost estimating, structural load and wind uplift calculations, and bid documents in support of public bid; provide design, bid and construction phase services
3. Sign Modifications: existing interior, exterior or roadway sign installations
4. Sign Face Modifications: modification or replacement of existing sign faces



Garage Clearance Study + Implementation

# A446 Term Signage Design Consultant Briefing

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## Scope of Work (continued)

5. Sign Review/Peer Review: of signage proposals for Authority or tenant projects
6. Coordination with the Manager of Aviation Sign Shop: support Manager's needs; coordinate for the development, design and review of requirements and design; conformance with current Massport standards; peer review
7. Authority's Wayfinding Guidelines and Sign Standards: oversight, implementation, maintenance and/or modifications of the standards (reference: Massport Wayfinding Guidelines and Design Standards 2015)
8. Customer / Passenger Wayfinding: perform analysis of existing or proposed path of travel, wayfinding and supporting signage, and or develop wayfinding path and signage system
9. Code Compliance: ensure signage meets current codes, ADA requirements and fire safety regulations

# A446 Term Signage Design Consultant Briefing

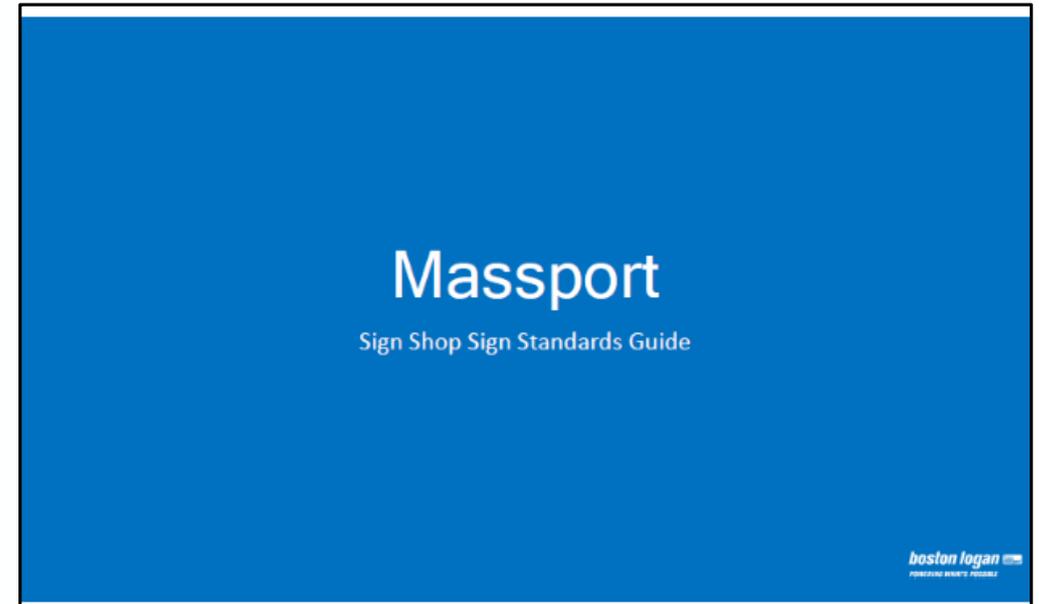
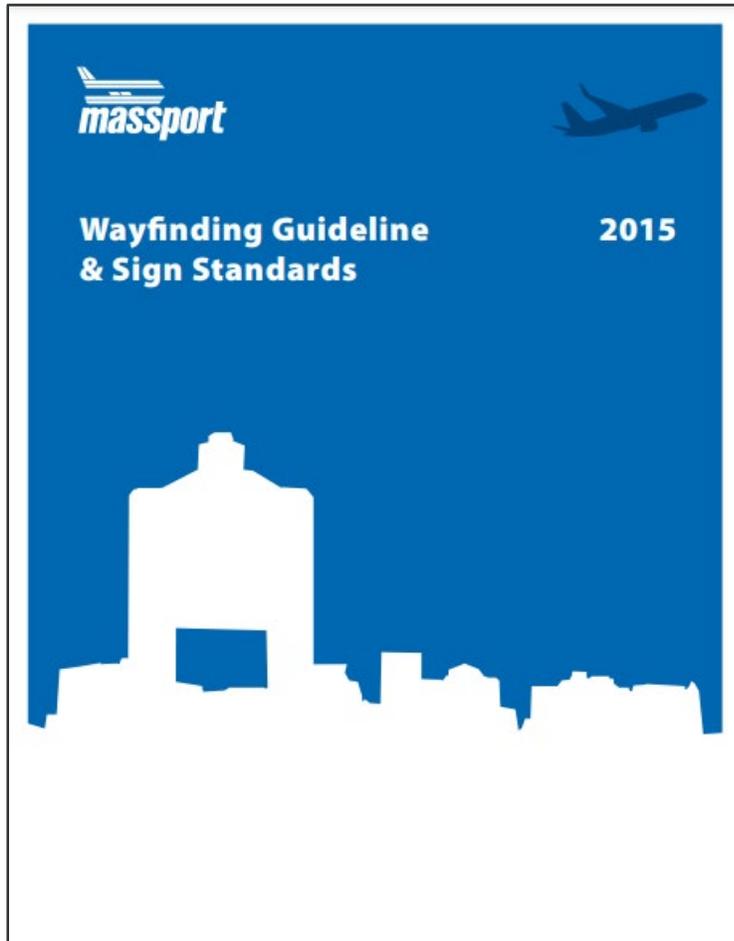
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## Scope of Work (continued)

10. Digital Design: produce and deliver graphic files in format compatible/compliant with Massport standards and requirements
11. Public Bid Process: assist and consult throughout the public bidding phase;  
*Familiarity with MGL, including filed sub-bid experience*
12. Term Signage Contractors: implement sign initiatives or modifications through existing term signage contractors

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## Existing Standards



Massport Sign Shop Standards Guide [\(5/23\)](#)

<https://www.massport.com/massport/business/capital-improvements/important-documents/>

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## Task Examples



MPA CONTRACT A288-C6A

FY18-22 EXTERIOR & ROADWAY  
SIGNAGE TERM CONTRACT-  
ALL MASSPORT FACILITIES

BOSTON, BEDFORD &  
WORCESTER, MA

C4 – Appendix C  
Routes Sign Replacement Program  
on N-7+2  
Pike, at gore for Worcester/Boston split



Existing/Proposed  
Sign Location



Existing Sign  
Location

**Installation Notes:**

1. Remove existing Best Routes sign and posts, replace with proposed N-7+2 Best Routes sign panel (diagonal right arrow), posts and footings in same location.

APPENDIX C - BEST ROUTES TO LOGAN AIRPORT  
SIGN SUMMARY

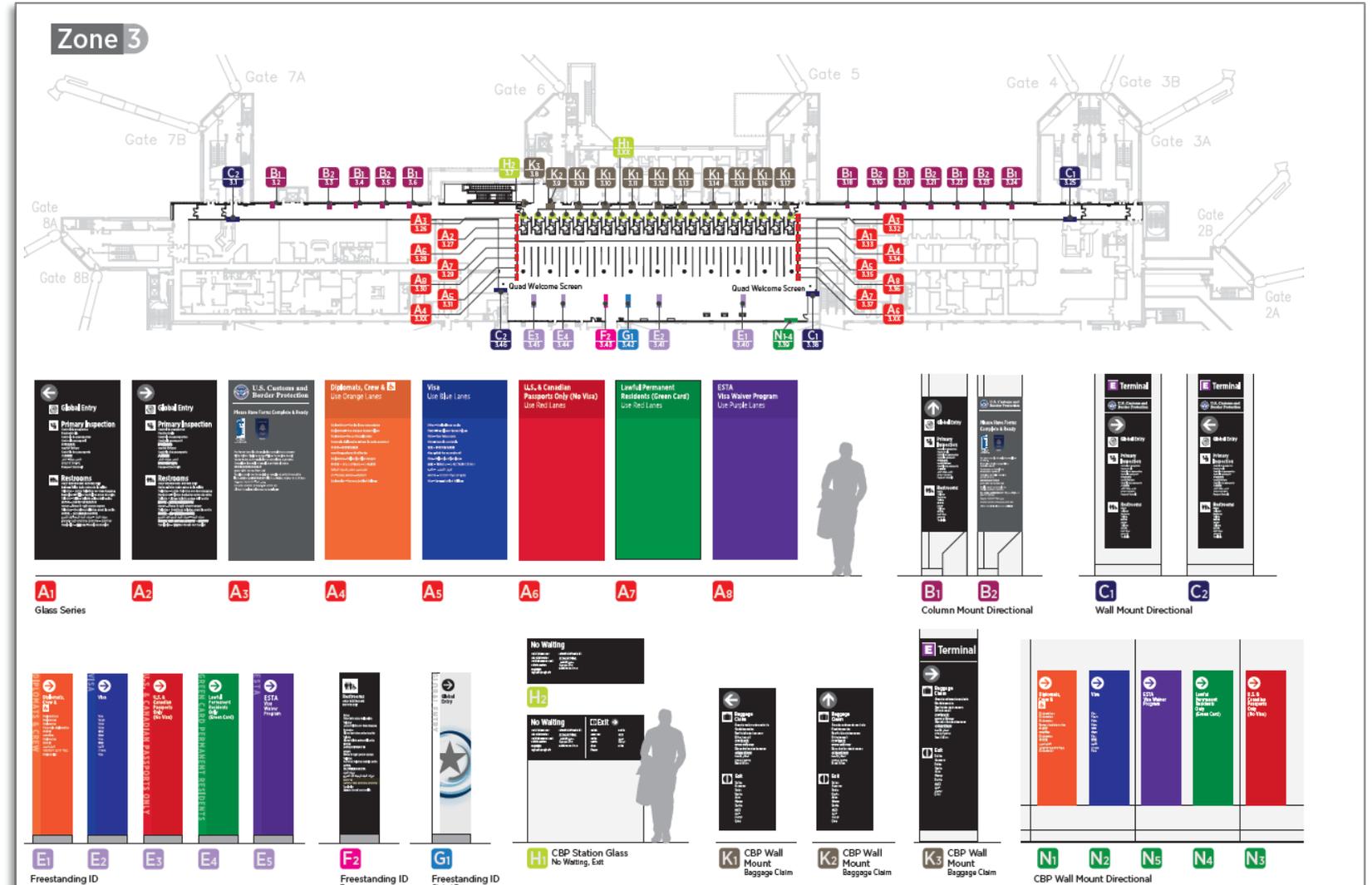
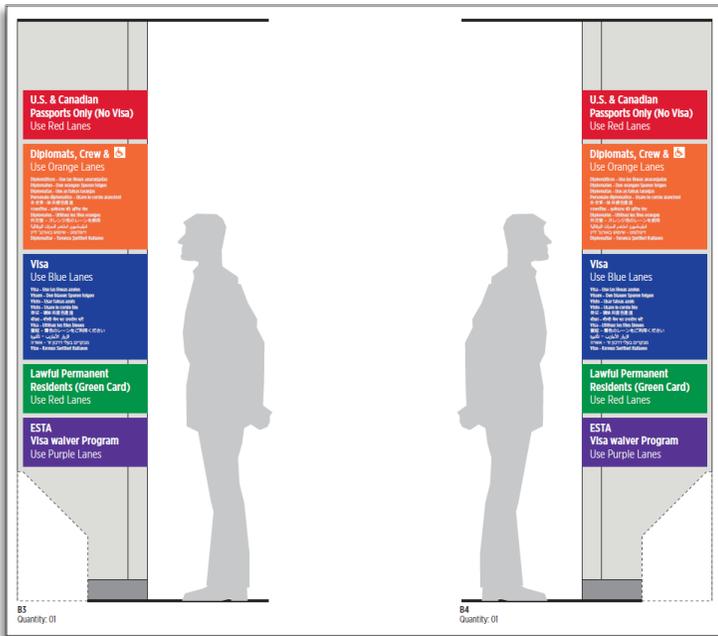
IDENTIFICATION NUMBER	SIZE OF SIGN		TEXT	TEXT DIMENSIONS			NUMBER OF SIGNS REQUIRED	COLOR			POST SIZE AND NUMBER	SIGN AREA (S.F.)
	WIDTH	HEIGHT		LETTER HEIGHT	VERTICAL SPACING	ARROW/SYMBOL		BACKGROUND	LEGEND	BORDER		
	60"	90"	BEST ROUTE LOGAN AIRPORT ↘	BEST - 6" C ROUTE - 6" C LOGAN - 8" C AIRPORT - 8" C	SEE SIGN FACE LAYOUTS	20" 25"	2	GREEN REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	W6X12 (4)	80
	60"	100"	BEST ROUTE LOGAN AIRPORT ↑	BEST - 6" C ROUTE - 6" C LOGAN - 8" C AIRPORT - 8" C	SEE SIGN FACE LAYOUTS	20" 25"	1	GREEN REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	W6X12 (2)	42.5
	60"	100"	BEST ROUTE LOGAN AIRPORT ↑	BEST - 6" C ROUTE - 6" C LOGAN - 8" C AIRPORT - 8" C	SEE SIGN FACE LAYOUTS	20" 25"	1	GREEN REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	W6X12 (2)	42.5
	60"	90"	BEST ROUTE LOGAN AIRPORT ↘	BEST - 6" C ROUTE - 6" C LOGAN - 8" C AIRPORT - 8" C	SEE SIGN FACE LAYOUTS	20" 25"	1	GREEN REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	WHITE REFL. 3M DG CUBED	W6X12 (2)	42.5



6.0" Radius, 1.3" Border, White on Green;  
"BEST ROUTE" C 2K; "LOGAN" D 2K; Symbol RA010 White; "AIRPORT" D 2K;  
Standard Arrow Custom 20.0" X 12.1" 45°

# A446 Term Signage Design Consultant Briefing

## Task Examples



# A446 Term Signage Design Consultant Briefing

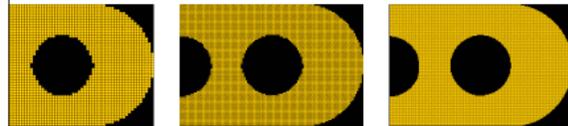
## Task Examples



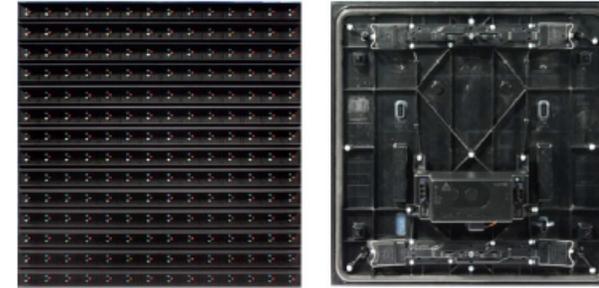
Massport  
Terminal E Airline Directory Signs  
Roadway LED Signage Feasibility Study



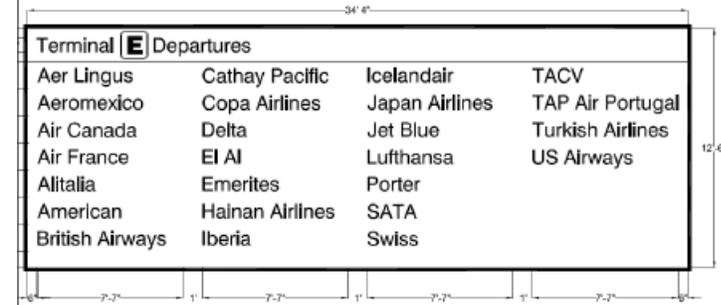
Resolution refers to the number of pixels in a given area. Pixel pitch is the distance from the center of an LED pixel to the center of the next LED pixel and it is measured in millimeters. Resolution is measured in pixel pitch for LED signs. Lower resolutions create larger characters which are viewable at farther distances, while higher resolutions allow for sharper characters. The tighter the pixel pitch the more costly the sign, therefore finding the balance is important.



Viewing distance of words on a sign is based on a general rule of 50 feet of viewing length per inch of character height. The current static signs use character heights of 9 inches. At 45 feet the characters on the signs will begin to come into view around 450 feet away from the sign. At 25 mph this gives the driver approximately 8.2 seconds of viewing time.



Based on a nine inch character height and Swiss 721 BT font, it was determined that the physical length of the sign with the longest name is no more than 90 inches. Based off the smaller existing static sign, the following diagram was designed to maintain a familiar layout yet maximize space to add more useable content.



This content configuration adds another row and column allowing adequate space for 10 airlines to display. In addition, there is 10 inches of space on the bottom that can be utilized for additional messaging. By adding 6 inches in height and 52 inches in length, a clean, legible layout can be achieved. When specifying a sign, these size parameters would be the minimum allowable dimensions. In the image below of an existing sign location, the new dimensions would not extend past each vertical support on either side of the sign.

The distance from each sign location to the central point with line of sight to the signs and the client's indication of the sign locations and estimated line of sight is this method. The central location was chosen to gauge the services of a true broadband spectrum cannot be determined.



# A446 Term Signage Design Consultant Briefing

## Task Examples



### BOS TERMINAL E INTERNATIONAL PASSENGER EXPERIENCE – IMPROVEMENT INITIATIVE

#### Design Brief – Mission:

1. Present a modern terminal "image"
2. Improve comfort & confidence
3. Enhance clarity
4. Engage the passenger (guest) [inform & entertain]
5. Be distinctive and memorable
6. Impart a sense of welcome
7. Appear current
8. Celebrate Boston and the region
9. Create a vibrant feel
10. Maximize impact . . . value
11. Accommodate varying sociologies/cultures
12. Develop international sensibility
13. Attract and retain travelers
14. Develop the brand "voice" for BOS (for Terminal E)

#### OBJECTIVES

1. Understand who flies through Terminal E (profile, demographic data, projections)?
2. Understand the opportunity for effectively connecting to passengers through content and design.
3. Identify guidelines for creating an ideal experience, a sense of welcome and a sense of "Bostonness".

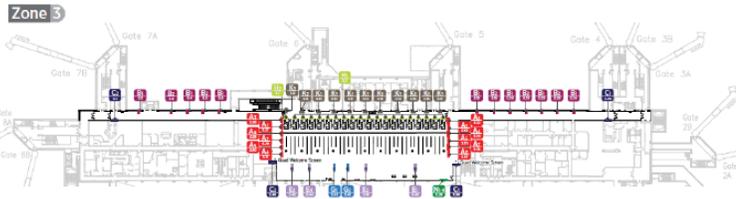
#### TERMINAL E PASSENGER EXPERIENCE OPPORTUNITY

- FINAL REPORT**
- Terminal E Passenger Profile, current and projected
  - Satisfaction Factors | Terminal E opportunities
  - Experience Map factors
  - Way finding content factors
  - Recommendations

DELIVERED MAY 2014

#### ZONE 3 Arrivals / Immigration / Customs – Focus:

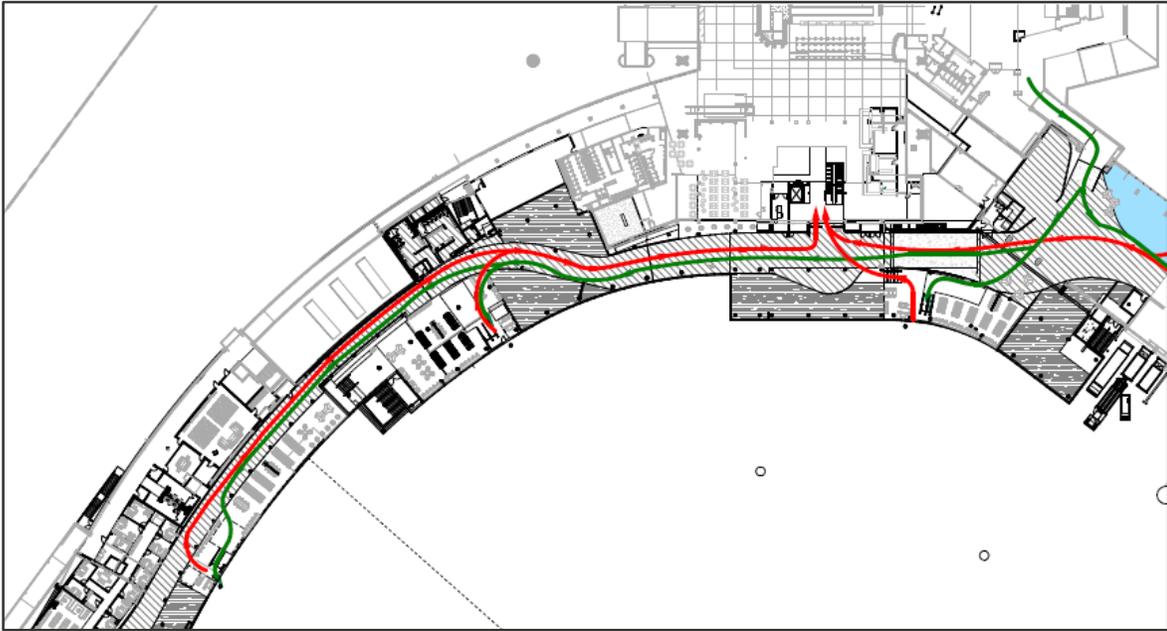
1. Improve confidence (and therefore comfort)
2. Enhance clarity - "Inform" the arriving passenger
3. Accommodate varying languages
4. Impart a sense of welcome
5. Celebrate Boston and the region



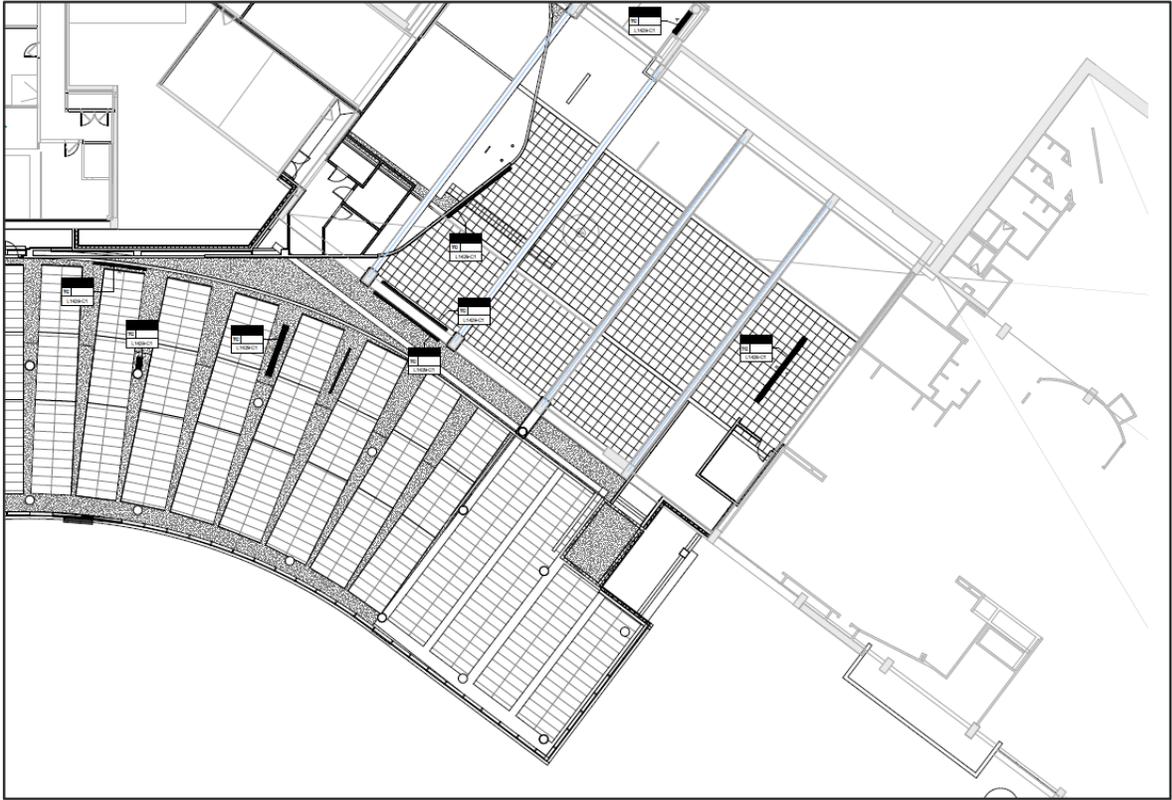


# A446 Term Signage Design Consultant Briefing

## Task Examples



Pedestrian Wayfinding Path



Reflected Ceiling Plan with Sign & Message

# A446 Term Signage Design Consultant Briefing

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## Criteria - submissions will be evaluated on your team's:

1. Proven knowledge and experience for signage projects of similar scale, complexity and scope
  - *Experience is particularly important for PM*
  - *Highlight team experience*
2. Project understanding and technical approach specific to range of work scope
3. Experience integrating and managing BIM/VDC throughout project implementation;  
Experience utilizing Scrum and Lean methodologies for improved project performance
4. Approach to composition of team for enhanced diversity and inclusion

The established Commonwealth of Massachusetts combined M/WBE participation goal is 21.6%

