NEW YORK STATE OF OPPORTUNITY.

Erie Canal Harbor Development Corporation

A Subsidiary of Empire State Development

ERIE CANAL HARBOR DEVELOPMENT CORPORATION
at the offices of
Empire State Development – Buffalo Regional Office
95 Perry Street, Suite 500
Buffalo, NY 14203

Meeting of the Directors

Tuesday
October 11, 2016 – 10:30 AM

PROPOSED AGENDA

CORPORATE ACTION

1. Canalside Wayfinding & Interpretive Signage Project – Design and Fabrication Services - Authorization to Enter into a Contract for Design and Fabrication Services of the Canalside Wayfinding & Interpretive Signage Project; and Authorization to Take Related Actions

Item #1

NEW YORK STATE OF OPPORTUNITY. | Erie Canal Harbor Development Corporation

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FOR CONSIDERATION
October 11, 2016

TO:	The Directors
FROM:	Thomas P. Dee
SUBJECT:	Canalside Wayfinding & Interpretive Signage Project – Design and Fabrication Services
REQUEST FOR:	Authorization to Enter into a Contract for Design and Fabrication Services of the Canalside Wayfinding & Interpretive Signage Project; and Authorization to Take Related Actions

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CONTRACT NEEDS AND JUSTIFICATION

I. Contract Summary

Contractor:	Entro Communications, Inc. 33 Harbour Square, Suite 202 Toronto, Ontario M5J 2G2 Canada
Scope of Services:	Design and Fabrication Services
Anticipated Contract Term:	October 2016 – December 2017
Contract Amount:	Not to exceed $1,150,000 ($1,000,000 plus $150,000 contingency)
Funding Source(s):	New York Power Authority (Industrial Incentive) funds

II. Background

Erie Canal Harbor Development Corporation (ECHDC) was formed in 2005 to spearhead Buffalo's Waterfront revitalization and reclaim the area as one of America's brightest historical treasures. Millions of dollars in both public and private investment have transformed the Inner Harbor into what is now known as Canalside- a mixed use urban entertainment destination. Open to the public since May 2008, Canalside features several fully restored facets of the original Erie Canal Harbor including the Commercial Slip, Boardwalk, and the Historic Public Canals. A year round attraction that hosts over one million visitors annually, Canalside boasts thousands of events, concerts, festivals, family activities, attractions, historical and cultural programming, art, food, and tours that capitalize on and showcase the diverse resources of the Western New York Region. In addition, the Historic Public Canals are frozen in the winter months to become New York State's largest outdoor ice skating rink.

The Canalside area is bounded on the north by Upper Terrace and Exchange Streets and Perry Boulevard; on the east by Washington Street and Seymour H. Knox III Plaza; on the south by Perry Street and the Buffalo River; and on the west by Erie Street, Marine Drive, and Pearl and Commercial Streets. The Canalside project includes both public and private investment for commercial (retail, lodging, and office) and cultural spaces on approximately 20 acres. Canalside provides various year-round offerings and experiences, including a seasonal outdoor ice skating rink, restaurants, entertainment venues, hotels/lodging, cultural attractions, and vast public spaces, including but not limited to the Key Bank Center, HARBORCENTER, One Canalside, the Historic Public Canals, and the Central Wharf/Commercial Slip. In addition, the site benefits from an efficient roadway network that supports regional and international access to Canada via the Peace Bridge, to the NYS Thruway via Interstate-190, NYS Department of Transportation Route 5, and NTFA's Metro Rail system; and proximity to a host of both local and regional historic, natural, and cultural attractions, include Niagara Falls. Parking in the Canalside area is located within parking garages, with a few small surface lots and a number of on-street parking options also available. It can also be accessed via watercraft with nearly 1,000 linear feet of docking space.

The summer of 2016 was the most successful to date with over 1.2million visitors and over 2500 events and activities at Canalside. It was evident by the size and consistency of the crowds that wayfinding and interpretive signage is needed to connect and showcase all of the great assets Canalside has to offer. Such a key attraction, like Canalside, requires a wayfinding and placemaking program that enables visitors to get to their destinations and navigate the environment with ease. It should also identify key features and attractions, and enable visitors to learn about the historical significance of district.

ECHDC now seeks authorization to enter into a Contract with Entro Communications, Inc. to provide design and fabrication services to complete the Canalside Wayfinding & Interpretive Signage Project.

III. Contractor Selection Process

On June 28, 2016 ECHDC issued a Request for Qualifications for the Canalside Wayfinding & Interpretive Signage Project in the New York State Contract Reporter. A total of eight (8) qualifications packages were received on August 10, 2016. These qualifications packages were reviewed and scored by a Selection Committee comprised of staff from ECHDC. Three (3) firms were short-listed for interviews on August 23, 2016. Based on the review of the interview performance by the Selection Committee, two (2) of the three (3) short-listed firms were asked to respond to a Request for Proposals issued on August 26, 2016. The two (2) firms submitted proposals, including cost, on September 9, 2016.

As a result, Entro Communications, Inc. ("Entro") was selected by the committee to complete the project. The Entro team also includes the Crystal McKenzie, Inc. (M/WBE), Design Communications, Ltd., and Signs and Decal (MBE). The team will be led by Randy Johnson, Entro Principle Associate. The team clearly understands the goal to design, fabricate and install a comprehensive signage program that welcomes and guides visitors from major highways and entrance points into the Canalside District; and establishes design standards for district-wide wayfinding signage the is reflective of Canalside's fun, colorful, and eclectic identity. While guiding visitors through the Canalside District with ease, the team's program shall also educate and enlighten visitors on the historical significance of and the role the terminus of the Erie Canal played in not only Buffalo's but the United States' history.

The Entro team is well suited for this project, having completed similar projects in entertainment and waterfront districts, including Downtown Yonge (Toronto, Ontario), Prince Arthur's Landing (Thunder Bay, Ontario) and elements at Governor's Island (New York, New York). Based on Entro's extensive experience and expertise in architecture, graphic design, media, fine arts, industrial design, engineering, planning and project management; being one of the world's largest and most comprehensive firms in the field of environmental communications; and having collaborated on past projects, the Selection Committee is confident that the Entro team will deliver a program that is inspirational, effective, on-time, and within budget.

Pursuant to State Finance Law Section 139-j and 139-k and the Corporation's policy related thereto, staff has: a) considered proposed contractor's ability to perform the services provided for in the proposed contract; and b) consulted the list of offerers determined to be non-responsible bidders and debarred offerers maintained by the New York State Office of General Services. Based on the foregoing, staff considers the proposed contractor to be responsible.

IV. Scope of Work

The Entro Team will complete the following tasks outlined below, as well as continue to demonstrate a commitment to ECHDC's goal of implementing an inspiring, effective and enlightening signage program at Canalside. The services will be performed in five (5) phases, outlined below. The project budget is $1,000,000 for all design, fabrication, and installation services. Upon the completion of each phase, the Entro team shall present the required deliverables and obtain a written authorization from ECHDC before continuing to the next phase and spending any additional fees. Revisions to the budget over $1,150,000 shall only be authorized by ECHDC Board of Directors.

The design of the program components shall incorporate a cost effective design approach and fully consider life cycle analysis in selection of materials and systems, sensitivity to the programming and operations, a balance of innovative design and traditional operating and maintenance practices including durability and ease of maintenance, layout, and systems that a provide high quality system and experience.

Phase 1. Data Collection, Analysis and Program Overview

1. Meet with ECHDC, its partners (i.e. City of Buffalo, NYSDOT, NYSTA, Spectra Venue Management, etc.); Canalside History Advisory Group; and district stakeholders to further define the program needs and requirements.
2. Confirm project objectives, vision, strategic direction, short and long term goals.
3. Determine image and branding opportunities and goals based on existing Canalside brand and identity.
4. Define user profiles, including but not limited to, local and regional residents, first time visitor, international tourists, etc.
5. Develop user-centered system concepts, identify user needs, and develop user scenarios to confirm needs across all phases of the users' journey (to, through, and from)
6. Complete a site audit to gain a full understanding of the physical characteristics of the site and surrounding district; including, but not limited to, existing signage and informational systems, identifying wayfinding issues and opportunities, physical and visual barriers, key arrival points and nodes, utility and infrastructure limitation and opportunities, etc.
7. Determine and analyze circulation pathways, networks and route types, gateways, connections, interchanges, decision points, and gaps or obstructions.
8. Develop a preliminary project schedule

Phase 1 DELIVERABLES:

1. Overview of project objectives and goals.
2. Present research findings, including but not limited to, user profiles and needs; user-center system concept; key findings from site audit; multi-modal circulation plans;
3. Preliminary project schedule
4. Based on the data collection and analysis completed, the Consultant shall evaluate the Proposed Concept Plan listed below; provide initial comments and initial recommendations on the approach of the program;

PROPOSED CONCEPT PLAN

Project Component	Intended Purpose
Highway signs	direct visitors from Route 5 & Interstate 190
Off-site directional street signs	direct visitors once exit highway, and from downtown, includes brand
Gateway Signs	provide obvious branded entrance to district
Street & Parking Signs	branding element for district
On-site wayfinding	direct visitor to site amenities, and district destinations
On-site event/program information	inform visitor on district events, and amenities
Historic Interpretation/Interactive Exhibit	inform , educate, and enlighten visitors on specific historical elements of the district
Mobile Application/ mobile-optimized website	informs and directs visitors: amenities, events, historical elements

Phase 2. Schematic Design

1. Develop wayfinding strategy, including but not limited to, vision and organizing system concept; concept and approach to key locations/intersections, information/message types, and interpretive information/experiences; etc.
2. Define different modal types and route hierarchy, and identify key locations per mode/user type for interpretive, interactive, and wayfinding information
3. Determine accessibility requirements, code requirements, and agency approvals for project components
4. Determine the approach to sign message nomenclature and hierarchy
5. Determine preliminary location plan for project components
6. Develop identity concept design and functional direction options, including but not limited to graphics and symbols, color palettes, legibility standards, materials and graphic applications, installation systems, etc.
7. Research and develop a digital approach to complement the wayfinding and interpretive strategy, including but limited to interactive signs and/or kiosks, mobile app, etc.
8. Meetings and workshops with ECHDC, the stakeholders, and Canalside History Committee
9. Develop a cost estimate per recommended project component.

10. Finalize project schedule

Phase 2 DELIVERABLES

1. Present a prioritized list of project components, based on list reviewed in Phase 1 and any changes made a result of the findings in Phase 1.
2. Estimated cost of project components
3. Final project schedule
4. Proposed location plan for project components
5. Identity concept designs for project
6. Proposed fee, budget, and project plan for Phases 3, 4, 5

Phase 3: Design Development

1. Complete inventory of all signs and mobile application functions, as well as interactive outdoor exhibits.
2. Determine physical characteristics of signs and exhibits, such as size, shape, material, mounting method, and graphic application technique.
3. Determine communication functions for each sign such as identification, directional, operational, and interpretive signage

Phase 4: Final Design & Documentation

1. Final sign and exhibit location plans
2. Final message schedule
3. Final sign and exhibit graphic drawings
4. Final sign and exhibit hardware drawings
5. Final technical specifications

Phase 5: Fabrication & Installation

The Entro team shall be responsible for all fabrication and installation services in accordance with the project plan for the different components, budget, and schedule as approved by ECHDC.

Upon the completion of Design Phase 2, ECHDC and Entro shall agree upon the project approach, including prioritized approach of the project components, budget, schedule, and identity approach. Of the total project budget, ECHDC authorizes Entro to spend $153,000 to complete Phases 1 and 2. All design and fabrication services shall not exceed $1,150,000. In the event, the project budget exceeds $1,150,000, only the ECHDC Board of Directors shall have the ability to authorize the additional scope of work.

V. Contract Term, Price and Funding

The total Design and Fabrication Services Contract amount with Entro Commuications, Inc. to complete the above scope of work shall not exceed $1,150,000 ($1,000,000 plus 15% contingency of $150,000).

The total Design Phase Services contract fee will be "cost plus fixed fee", payable in releases as the work is completed. The fee is based on approved man-hour estimates and salary schedules, and includes an allowance for out of pocket project expenses (i.e., travel, reproduction costs, postage and delivery charges, permits and miscellaneous fees). Labor and expenses will be reimbursed on a monthly basis upon submission of timesheets and acceptable receipted documentation. ECHDC authorizes Entro to

spend $153,000 to complete Phase 1 and 2. The balance of the Phases shall be subject to ECHDC review and approval, prior to spending any additional funds.

Design Services are expected to begin in November 2016. Fabrication & Installation Phase is expected to begin in March 2017. It is anticipated that various project components, i.e. highway signs and on-street wayfinding signs, shall be completed by summer 2017.

The project funding source shall be the New York Power Authority (Industrial Incentive).

VI. Non-Discrimination & Contractor and Supplier Diversity

ESD's Non-Discrimination and Contractor & Supplier Diversity policies will apply to this Project. The Recipient shall be required to include minorities and women in any job opportunities created, to solicit and utilize Minority and Women Business Enterprise (MWBEs) for any contractual opportunities generated in connection with the Project and shall be required to use Good Faith Efforts (pursuant to 5 NYCRR §142.8) to achieve an overall MWBE Participation Goal of 30% related to the total value of ESD's funding.

VII. Environmental Review

ESD, as lead agency, completed an environmental review of the Canalside Project, pursuant to the requirements of the State Environmental Quality Review Act ("SEQRA") and the implementing regulations of the New York State Department of Environmental Conservation. This review, which was coordinated with involved agencies, including ECHDC, due to the Project's Type I classification, included the preparation of a Draft and Final Generic Environmental Impact Statement ("GEIS"). The ESD Board of Directors issued SEQRA findings for the Canalside Project on March 13, 2010, therefore no further environmental review is required in connection with this action.

VIII. Requested Action

The Directors are requested to (1) make a determination of responsibility with respect to the proposed consultant team; (2) authorize the Corporation to enter into a contract with Entro Communications, Inc. for an amount not to exceed $1,150,000 ($1,000,000 plus $150,000 contingency); (3) authorize the Corporation to enter into a fabrication contract with Entro Communications, Inc. in accordance with these materials; and (3) to take all related actions.

IX. Recommendation

Based on the foregoing, I recommend approval of the requested actions.

X. Attachments
Resolution

October 11, 2016

ERIE CANAL HARBOR DEVELOPMENT CORPORATION – Canalside Wayfinding & Interpretive Signage Project –Design and Fabrication Services - Authorization to Enter into a Contract for Design and Fabrication Services of the Canalside Wayfinding & Interpretive Signage Project; and Authorization to Take Related Actions

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BE IT RESOLVED, that upon the basis of the materials presented to this meeting (the "Materials"), a copy of which is hereby ordered filed with the records of the Corporation, the Corporation hereby finds the Entro Communications, Inc. to be responsible; and be it further

RESOLVED, that the Corporation is hereby authorized to enter into a contract with Entro Communications, Inc. for a contract amount not to exceed ONE MILLION ONE HUNDRED FIFTY THOUSAND DOLLARS ($1,150,000) ($1,000,000 plus $150,000 contingency)) for the purposes and services, and substantially on the terms and conditions, set forth in the Materials; and be it further

RESOLVED, that the President of the Corporation or his designee be, and each of them hereby is, authorized to take such action and execute such documents as may be necessary or appropriate to carry out the foregoing resolution.

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