

REQUEST FOR PROPOSAL



DESIGN SERVICES FOR SIGNAGE DESIGN

135 TECHNOLOGY DRIVE, SUITE 401
CANONSBURG, PA 15317

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FAX: 724.745.8607

WWW.THEKMAGROUP.COM

KMA
DESIGN



July 16, 2008

Ms. Janet Fix, SRC 2049-J – *Purchasing Manager*
College of DuPage
425 Fawell Boulevard
Glen Ellyn, IL 60137-6599

Dear Ms. Fix:

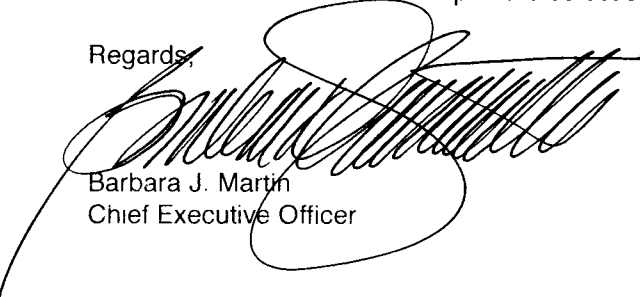
Kerestes-Martin Associates, Inc. (dba KMA Design), is pleased to present this proposal highlighting our qualifications for the planning and design of interior and exterior signage for the College of DuPage. Our team is uniquely qualified for this project due to our specific expertise in the development of signage systems and wayfinding standards for colleges and universities throughout the United States. We have worked with numerous educational systems, including community colleges and state and private institutions in the development of comprehensive signage programs and bring this expertise to your project.

We will work closely with College of DuPage to assure a project that is functional and presents appropriate placement, scale and aesthetics for all sign units. Simultaneously, our work will interface with the architecture and environmental surrounds of the campus, through a palatable design solution that will serve the needs of the College of DuPage for years to come.

Nationally, our team has been involved in the design of signage and wayfinding programs for many institutions of higher learning including: University of Pittsburgh, Pittsburgh, PA; SUNY's The College at Old Westbury, Old Westbury, NY; SUNY's Stony Brook University, East Setauket, NY; Western Connecticut State University, Danbury, CT; Seton Hill University, Greensburg, PA; Johns Hopkins University, Baltimore, MD; Robert Morris University, Moon Township, PA; Seminole Community College, Sanford, FL; University of Florida, Gainesville, FL; and West Virginia University, Morgantown, WV, to name a few.

We are proud of our highly recognizable educational client base and welcome the opportunity to add the College of DuPage to our resume. KMA Design acknowledges receipt of Addendum #1 and #2. We look forward to the next step in the selection process.

Regards,



Barbara J. Martin
Chief Executive Officer

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GENERAL FIRM INFORMATION

General Firm Information**Firm Name, Business Address, Telephone/Fax/Website/E-mail**

Kerestes-Martin Associates, Inc. (dba KMA Design)
135 Technology Drive, Suite 401
Canonsburg, PA 15317
Tel: 724-745-8601
Fax: 724-745-8607
Website: www.thekmagroup.com
E-mail: bjm@thekmagroup.com

Year established under present name (give former firm name and years if applicable).

KMA Design was established in 1996.

Type of Organization (if necessary give details).

KMA Design is a S-Corporation.

Minority Ownership

51% of KMA Design is Woman-Owned.

CAD System in Use (please state the system and version used by firm for production of bid documents).

KMA Design uses AutoCad 2007.

Firm Personnel**Names of Principals (Owners, Corporate Officers) and years with the firm.**

Barbara J. Martin is the CEO and Principal-In-Charge of the firm and has been with KMA since its inception in 1996. David W. Kosick is President and Principal at KMA Design and has been with the firm since 2001.

Personnel by discipline.

Barbara J. Martin- Principal-In-Charge
David W. Kosick- Project Director
Jason G. Engbarth- Project Manager
Michael R. Martin- Senior Graphic Designer
Frank A. Speney- Project Coordinator
Tenley L. Schmida- Graphic Designer
D. Sean Oppel- Graphic Designer



KEY PERSONNEL

Key Personnel

Name(s) and resume(s) of key personnel including, but not limited to, principal-in-charge and project manager to be assigned to this project. Key personnel should be individuals with direct experience on projects of similar type, scale and complexity. Provide in the following format (limit to one page per person):

Name and Project Assignment**Education: Degree(s) and Date(s)****Relevant Project Experience (minimum 3 projects):**

- Project name, type, scope and location
- Date of project (design through construction)
- Title/Role on project
- Actual duties performed on project
- Project contact name, address and telephone

KMA Design has provided detailed resumes for all key personnel for this project. In lieu of providing the above information on the resumes, KMA has provided a matrix below highlighting projects and assignments that key personnel have completed.

	University of Pittsburgh Pittsburgh, PA Comprehensive interior and exterior signage design on multiple projects for this state educational institution. Start Date: March 2001 Finish Date: On-going	Seton Hill University, Greensburg, PA Comprehensive interior and exterior signage design on multiple projects for this private educational institution. Start Date: January 2002 Finish Date: On-going	Robert Morris University, Moon Township, PA Comprehensive interior and exterior signage design on multiple projects for this private educational institution. Start Date: November 2005 Finish Date: On-going	Western Connecticut State University, North Kingstown, RI Comprehensive interior and exterior signage standards for two campuses for this state educational institution. Start Date: November 2005 Finish Date: November 2007	Seminole Community College, Sanford, FL Comprehensive interior and exterior signage design and wayfinding for five campuses at this state educational institution. Start Date: June 2006 Finish Date: On-going	SUNY's The College at Old Westbury, Old Westbury, NY Exterior campus signage design and wayfinding for this state educational institution. Start Date: January 2004 Finish Date: September 2004
Barbara J. Martin-Principal-In-Charge	Responsible for design and overseeing the project.	Responsible for design and overseeing the project.	Responsible for overseeing the project.	Responsible for overseeing the project.	Responsible for overseeing the project.	Responsible for overseeing the project.
David W. Kosick- Project Director	Responsible for overseeing the project and planning/programming messages and locations.	Responsible for overseeing the project and planning/programming messages and locations.	Responsible for overseeing the project and planning/programming messages and locations.	Responsible for overseeing the project and planning/programming messages and locations.	Responsible for overseeing the project and planning/programming messages and locations.	Responsible for overseeing the project and planning/programming messages and locations.
Jason G. Engbarth- Project Manager	Responsible for overall project management, cost estimate/schedule preparation and development of message schedule and location plans.	Responsible for overall project management, cost estimate/schedule preparation and development of message schedule and location plans.	Responsible for overall project management, cost estimate/schedule preparation and development of message schedule and location plans.	Responsible for overall project management, cost estimate/schedule preparation and development of message schedule and location plans.	Responsible for overall project management, cost estimate/schedule preparation and development of message schedule and location plans.	Responsible for overall project management, cost estimate/schedule preparation and development of message schedule and location plans.
Frank A. Spaney- Project Coordinator	Responsible for inventory, documentation and planning of the project.	Responsible for inventory, documentation and planning of the project.	Responsible for inventory, documentation and planning of the project.	Responsible for inventory, documentation and planning of the project.	Responsible for inventory, documentation and planning of the project.	Responsible for inventory, documentation and planning of the project.
Michael R. Martin- Senior Graphic Designer	Responsible for designing and overseeing graphic staff design documents.	Responsible for designing and overseeing graphic staff design documents.	Responsible for designing and overseeing graphic staff design documents.	Responsible for designing and overseeing graphic staff design documents.	Responsible for designing and overseeing graphic staff design documents.	Responsible for designing and overseeing graphic staff design documents.
Tenley L. Schmida- Graphic Designer	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.
D. Sean Oppel- Graphic Designer	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.	Responsible for refinement of design concepts and preparation of construction document packages.



BARBARA J. MARTIN, SEGD

PRINCIPAL-IN-CHARGE

Chief Executive Officer and owner of KMA Design, Barbara J. Martin will serve as the Principal-in-Charge of the project and will oversee all design and master planning on the project.

With over 25 years of experience, she has developed a national reputation as an expert in creating architecturally and aesthetically cohesive signage and wayfinding systems. Her resume of projects includes work in educational institutions, sporting complexes, health care facilities, transportation and airport environs, entertainment complexes, governmental entities and large-scale general assembly spaces.

Martin is primarily responsible for design and master planning for signage programs (averaging in size from 300,000 to over 1,500,000 building square feet), and has managed individual projects with signage budgets exceeding \$3.8 million dollars. She has planned exterior signage programs for sites from 10 to 50,000 acres.

Her particular area of expertise is "wayfinding," the art of synthesizing key elements in functional and aesthetic design aiding in the cognitive mapping of unfamiliar territory.

As a faculty member for the American Hospital Association and the American Society of Hospital Engineers, Martin has lectured on both wayfinding and on developing a signage master plan for health care facilities at several national health care conventions and conferences. She has also served as a guest panelist for educational programs regarding the *Americans with Disabilities Act*.

Martin is a former member of the Board of Directors for both the Orlando Chapter of the AIA and for the Southpointe CEO Association.

EDUCATION

Bachelor of Arts
Seton Hill University, 1980

FEATURES

Book Features

Sign Design Gallery 2 by Design Inc.
City Signs, Innovative Urban Graphics by Gail Deibler Finke
The Third Annual National Conference on Health Facility Planning, Design and Construction, ASHE

Newspaper Articles

Signage Not Just An After Thought, Pittsburgh Tribune-Review/Business, July 2005
Her Signs are Pointing The Way, Pittsburgh Post Gazette, July 2003
Pointing the Way with Sign Design, Orlando Sentinel, March 1991
Environmental Graphics, The Charrette, Jan. 1990

Magazine Articles

A Lot of Signs, Identity, Jan.-Feb. 1984
Egleston Hospital, Identity, Fall 1993
Sign-On: Greenway Expressway Logo, Identity, Fall 1991
Donor Recognition: Celebration and Marketing, Identity, Fall 1980
Signage: Key Wayfinding Element, Health Facilities Management, Nov. 1993
Risk Diary: Her Signs Point The Way, Forward Fall/Winter 2003
The Wayfinding Process, Signs of the Times, June 2005
Case Study: Mount Nittany Medical Center, Health Facilities Management, Aug. 2005
Wayfinding 101: Signage Planning for a College Campus, Sign Builder Illustrated, Feb. 2006
When it Comes to Signage, Strike a Balance Between Image, Function
Healthcare Building Ideas, Aug./Sept. 2007

AFFILIATIONS

Society for Environmental Graphic Design

CEO

CHIEF EXECUTIVE OFFICER



DAVID W. KOSICK

PRESIDENT

President and co-owner of KMA Design, Kosick is responsible for overseeing the KMA project management staff; as well as, the day-to-day operations of the firm.

With 20 years experience in the sign master planning, intellectual property, advertising and marketing areas of the industry, he has developed a quality reputation as a communications specialist, providing expert knowledge in complex direction and information through the use of language, all conveyed in a understandable manner. His background in communications, with an emphasis in rhetoric, provides an intimate knowledge of language to signage programs, assuring consistency and clarity through the use of the written word.

With experience in all aspects of wayfinding, Kosick is a master at breaking down complex nuances of space and direction, and conveying in a simple, yet refined manner. Working in tandem with a team of graphic designers, Kosick brings the use of language into a functional and understandable format for each wayfinding program developed.

Kosick has programmed numerous facilities, stadiums, cities, and complexes across the nation, with a focus on wayfinding for the occasional or infrequent visitor. His work precisely plans where and when it is necessary to provide directional cues for appropriate pedestrian and vehicular circulation in and around buildings.

Kosick also offers expertise in the area of corporate identity for a wide variety of clients. These services include corporate branding, brochure development, collateral packages, public relations and crisis management.

He is actively involved in the Pittsburgh amateur sporting community and has served as a board member or executive director of several not-for-profit organizations.

EDUCATION

Bachelor of Arts
University of Pittsburgh, 1985

FEATURES

Magazine Articles

Code Blue, Regarding Us, April 1994
Psychiatric Evaluation, Regarding Us, April 1996
Cancer Treatment Center: Leading the Way
Regarding Us, Nov. 1996

Feature Articles

Dave Kosick: Brandishing the Branding Iron
Hospital News, April 2000

Newspaper Articles

Signage Not Just An After Thought
Pittsburgh Tribune-Review/Business, July 2005

AFFILIATIONS

Public Relations Society of America
North Hills Amateur Hockey Association
National Ice Hockey Officials Association
Western Pennsylvania Hockey Officials
Association
USA Hockey
Greater Pittsburgh Convention and Visitor's
Bureau Sports Task Force

PD

PROJECT DIRECTOR



JASON G. ENGBARTH

SENIOR ASSOCIATE

Engbarth will serve as the Project Manager for KMA Design. His primary responsibilities include the day-to-day management of projects and developing / maintaining the project schedule from inception to completion.

His background in business management provides an extra level of organization to each project. From procuring pricing from fabricators to supervising installation, Engbarth oversees every aspect of the project. Engbarth reports to the company CEO and interfaces with the office's President to monitor financial activity of projects and related expenditures. Engbarth also serves as the liaison between clients / fabricators. He is responsible for securing preliminary approval from local agencies (municipal, state, etc.) for all exterior signage projects.

Engbarth has served as point person for the programming of numerous facilities, both large and small. Under his guidance, signs are strategically located for appropriate pedestrian and vehicular circulation in and around buildings in crucial decision points. In addition, messages are thoughtfully planned to ensure an easily understood environment.

Working in tandem with project managers and graphic designers, Engbarth helps to bring the use of language into a functional and understandable format in each sign element required.

EDUCATION

Bachelor of Sciences
Robert Morris University

TECHNOLOGY

Computer Systems

Apple
PC

Applications

Microsoft PowerPoint
Microsoft Excel
Microsoft Word
Outlook Express
Apple Works

PROJECT EXPERIENCE

Alcosan, Pittsburgh, PA
Butler Township Municipal Bldg., Butler, PA
City of Shawnee, Shawnee, OK
City of Durango, Durango, CO
Cookeville Regional Medical Center, TN
Dane County Courthouse, Madison, WI
Dick Corporation, Large, PA
Elm Road Medical Park, Youngstown, OH
Forum Health System, Youngstown, OH

GlaxoSmithKline, Pittsburgh, PA
Heritage Valley Health System P.O.B.s, Tri-State Area
Memorial Medical Center, Johnstown, PA
Mohegan Sun Casino, Wilkes-Barre, PA
Mount Nittany Medical Center, State College, PA
Pittsburgh Penguin's Arena, Pittsburgh, PA
PNC Park Light Rail Station, Pittsburgh, PA
Point Park University, Pittsburgh, PA
Pocono Medical Center, East Stroudsburg, PA
Port Authority of Allegheny County, Pittsburgh, PA
Prince William Health System, Manassas, VA
Prudential Realty, Pittsburgh, PA
The Radisson at Waterfront Place, Morgantown, WV
Radford University, Radford, VA
Robert Morris University, Moon Township, PA
Seminole Community College, Orlando, FL
Seton Hill University, Greensburg, PA
Sewickley Valley Hospital, Sewickley, PA
Southwest Florida International Airport
Midfield Terminal Complex & Terminal
Building, Fort Myers, FL
SUNY at Old Westbury, NY
University of Pittsburgh, Pittsburgh, PA
Waterfront Place, Morgantown, WV
Waynesburg University, Waynesburg, PA
West Virginia University Hospitals, Morgantown, WV
Western Connecticut State University, Danbury, CT

PM

PROJECT MANAGER



FRANK A. SPENEY

Speney serves as a project coordinator for KMA Design. His primary responsibility is to serve as a liaison between KMA and clients/fabricators from project inception to conclusion.

With a background in fabrication, Speney provides an extra level of client comfort and project thoroughness to each step of the process. From procuring pricing from fabricators to executing punch lists, his primary responsibility is to represent the interests of the client in each and every step of a project.

Other responsibilities include, inventorying existing signage, development of historical documentation, assisting with the development of message schedules and sign placement for appropriate pedestrian and vehicular circulation, and maintaining direct communications with designers, clients and fabricators.

Speney has served as project coordinator on projects of all sizes. Working in tandem with the various specialties of the KMA team, he ensures each project unsurpassed representation.

EDUCATION

Pittsburgh Technical Institute

TECHNOLOGY

Computer Systems

Apple

PC

Applications

Microsoft Word

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Sign Post

Quark Express

Poster Shop

PROJECT EXPERIENCE

Accessibility Development Associations, Pittsburgh, PA

City of Shawnee, OK

City of Durango, CO

Connellsville Airport, PA

Dick Corporation, Pittsburgh, PA

Elm Road Medical Park, Youngstown, OH

Excelsa Health, Latrobe, PA

Forum Health, Youngstown, OH

General Industries, Charleroi, PA

Ground Force, Pittsburgh, PA

Guess ? Inc., New York City, NY

Heritage Valley Health System, Sewickley, PA

Hollister Co., Paramus, NJ

Johnston the Florist, Greensburg, PA

Kohler, Kohler, WI

Mt. Nittany Medical Center, State College, PA

Mohegan Sun Casino, Wilks-Barre, PA

Model Cleaners, Charleroi, PA

Morrowfield, Pittsburgh, PA

Pittsburgh Port Authority, Pittsburgh, PA

Pittsburgh Panthers, Pittsburgh, PA

Pittsburgh Steelers' Heinz Field, Pittsburgh, PA

PNC Park, Pittsburgh, PA

Quonset Development Corporation, N. Kingston, RI

Radford University, Radford, VA

Seminole Community College, Sanford., FL

University of Pittsburgh, Pittsburgh, PA

UPMC Health Systems, Pittsburgh, PA

Waynesburg University, Waynesburg, PA

Western Connecticut University, Danbury, CT

YWCA, Pittsburgh, PA

PC

PROJECT COORDINATOR



MICHAEL R. MARTIN

Martin serves as a senior graphic designer for KMA Design. His responsibilities include the graphic development of design concepts and ideas, for both environmental graphic design (signage), and traditional graphic design (websites, logos, print and collateral material) projects.

From the development of an original idea to construction documents for approved signage, the translation of a client's desired look for graphic material, Martin serves as a link between KMA and clients/fabricators in bringing an abstract concept to reality.

Understanding that each environment is different, Martin believes that each project has its own strengths, values, and surroundings and that each should be taken into account while designing. This allows the final signage design to become part of the environment...accenting what is important while being aesthetically pleasing and cohesive architecturally.

He also understands the importance of typography in graphic design. The use of the right letterforms and spacing increase visibility and legibility, allowing the design to easily communicate the information necessary.

Martin blends a modern graphic design sensibility with the more classic rules of fine art and architecture, creating programs that appeal to both conservative and ultra-modern tastes alike.

EDUCATION

Art Institute of Pittsburgh

TECHNOLOGY

Computer Systems

Apple
PC

Applications

Microsoft Excel
Microsoft Word
Powerpoint
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe In Design

PROJECT EXPERIENCE

Alcosan, Pittsburgh, PA
Andrews Industrial Control, Inc., Carnegie, PA
Andrews Process System Solutions, Latrobe, PA
Butler Township Municipal Building, Lyndora, PA
City of Shawnee, Shawnee, OK
City of Durango, Durango, CO

Dane County Courthouse, Madison, WI
Forum Health, Youngstown, OH
Mt. Nittany Medical Center, State College, PA
Memorial Medical Center, Johnstown, PA
Mohegan Sun at Pocono Downs, East Stroudsburg, PA
Penn Enforcers, Pittsburgh, PA
Prince William Health System, Manassas, VA
Pittsburgh Downtown Partnership, Pittsburgh, PA
Pittsburgh Vipers, Pittsburgh, PA
PNC Park Light Rail Station, Pittsburgh, PA
Prudential Realty, Pittsburgh, PA
Quonset Development Corporation, N. Kingston, RI
The Radisson at Waterfront Place, Morgantown, WV
Robert Morris University, Moon Township, PA
Seminole Community College, Sanford., FL
Seton Hill University, Greensburg, PA
Southwest Florida International Airport
Midfield Terminal Complex & Terminal
Building, Fort Myers, FL
SUNY at Old Westbury, NY
University of Pittsburgh, Pittsburgh, PA
Waterfront Place, Morgantown, WV
Waynesburg University, Waynesburg, PA
Western Connecticut University, CT
West Virginia University Hospitals, Morgantown, WV



TENLEY SCHMIDA

Schmida spent three years of her college career as a studio arts major, with a focus in woodworking. It was only in her senior year that she came to graphic design. She took an extra year of college to complete all of the graphic design courses. Because of her three years in studio art, she has a strong understanding of form in 3-D. The daughter of an architect, she is deeply aware of the visual impact of signage on the built environment.

Her educational design experience is synthesized in the development of graphics programs for various buildings and campuses. As a member of the graphic design team, Schmida assists in the production of preliminary concept designs, documents and standards manuals. Schmida is also well-versed in the design and maintenance of web sites for various clients.

Schmida maintains and researches the firm's product library. In this role, she is in a constant search for the latest materials and methods for signage fabrication, including LEED certified sustainable sources for environmentally friendly design.

EDUCATION

Bachelor of Arts
Indiana University of Pennsylvania
Conference for Adobe Photoshop Users
Conference for Adobe Dreamweaver Users

TECHNOLOGY

Operating System

Mac OS
Windows

Applications

Microsoft Office
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Acrobat
Adobe Dreamweaver
Macromedia Flash 8
Macromedia Freehand
Lightwave
Quark Xpress

AFFILIATIONS

American Institute of Graphic Arts

PROJECT EXPERIENCE

City of Durango, CO
Cookeville Regional Medical Center, TN
Forum Health System, Youngstown, OH
Mount Nittany Medical Center, State College, PA
Port Authority of Allegheny County, Pittsburgh, PA
Radford University, Radford, VA
Robert Morris University, Moon Township, PA
Trumbull Memorial Hospital, Warren OH
University of Pittsburgh's Benedum Hall, Pittsburgh, PA
University of Pittsburgh, Sutherland Cafeteria,
Pittsburgh, PA
Waynesburg University, Waynesburg, PA
Western Connecticut State University, Danbury, CT



SEAN OPPEL

Oppel serves as a graphic designer for KMA Design. His responsibilities at KMA include the graphic development of ideas and design concepts, including signs, websites, logos, corporate identity and marketing programs, print and collateral materials. Oppel serves as a link between KMA and clients/fabricators in bringing to life visual representations of look, shape, color and line.

From the development of an original idea to construction documents for approved signage, the translation of a client's desired look for graphic materials, Oppel brings an abstract concept to reality.

Other responsibilities include inventorying existing signage, development of historical documentation, assisting with the development of message schedules and sign placement for appropriate pedestrian and vehicular circulation, and maintaining direct communications with clients and fabricators. Oppel has worked on projects of all sizes and ensures each project owner unsurpassed representation.

EDUCATION

Bachelor of Science
Art Institute of Pittsburgh

TECHNOLOGY

Computer Systems

Apple
PC

Operating Systems

Mac OS
Windows
Applications
Microsoft Office
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Acrobat
Adobe Flash
Form Z
Auto CADD

PROJECT EXPERIENCE

Colorado Springs Airport, Colorado
Mohegan Sun Casino, Wilks-Barre, PA
University of Pittsburgh, Pittsburgh, PA
University of Waynesburg, Waynesburg, PA

GD

GRAPHIC DESIGNER



PROJECT TEAM

Project Team

Detailed description of the proposed project team, including sub-consultants, and how you propose to organize staff and manage the project, including time committed to the project. Identify sub-consultants and other disciplines and any specialty consultants as required. Provide information about sub-consultants you propose to employ, including the scope of work for which they will be responsible.

Provide history of past collaborations with design team sub-consultants. Indicate which projects Designer has worked on with various members of design team. It is recommended that this information be provided in a matrix format.

Include a clear organization chart, which identifies all key personnel from both the designer and sub-consultants, and relationship between College of DuPage and the project team.

Attached is an organizational chart that identifies the proposed project team and their sub-consultants. KMA Design's staff has ample time available to commit to the signage project at the College of DuPage. Under the section "Current and Anticipated Work Load," KMA Design has provided a spreadsheet of current and anticipated projects and the amount of time remaining to complete the project at the College of DuPage.

Principal-in-Charge

Barbara Martin will serve as the Principal-In-Charge on this project. She brings over 20 years of experience to the project with a particular emphasis on educational projects. She is committed to seeing this project through completion and will quality control all phases of the work. Martin will oversee all staff on the project and monitor day-to-day progress and activities. Martin is experienced in designing functional graphics that are aesthetically cohesive with the architectural design and environment.

Programming / Project Director

David Kosick is a communications expert who will be involved in the programming and master planning of the project to assure that wayfinding is clear and concise to the campus. His work will be to develop consistency in language from location to location. He brings a specialized knowledge of the use of language to signage programs, assuring consistency and clarity through the use of the written word. He oversees the creation of message schedules and verifies the concise use of nomenclature. Mr. Kosick has programmed numerous locales with a focus on wayfinding for the occasional or infrequent visitor. His work precisely plans where and when it is necessary to provide directional cues for appropriate user circulation to and from major access points to locate key destinations. Kosick will work in tandem with the project manager overseeing production and processes. He will also serve as a conduit between the client and outside agencies, if applicable.

Project Manager

Jason Engbarth will serve as the project manager and oversee the management support staff. He will serve as a facilitator/liaison with engineers, committee members and staff to assure that the project is executed on time and on budget. He will also develop cost estimates, phasing plan and message schedules for the project. His background in business management provides an extra level of organization to each project. Additionally, he is responsible for inventorying existing signage, assisting with the sign placement, while maintaining direct contact with clients. Engbarth has programmed of numerous colleges, both large and small. With his assistance, signs are strategically placed for appropriate user circulation in and around campuses in crucial decision points and messages are thoughtfully planned to ensure an easily understood environment.

Project Coordinator

Frank Speney will serve as the project coordinator for this project. Speney's primary responsibility is to act as a liaison between KMA and the client/fabricators from project inception to conclusion. From procuring pricing his primary interest is to represent the interests of the client in each and every step of a project. Other responsibilities include inventorying existing signage, development of historical documentation, assisting with the development of traffic patterns and studies, establishing multiple routes to each entry point of the campus and sign placement for appropriate user circulation. He will also be responsible for submittals for approvals/permits to local jurisdictions.

Senior Graphic Designer

Michael Martin will serve as the senior graphic designer for this project and oversee the graphic design support staff. His responsibilities at KMA include the graphic development of ideas and design concepts. Martin will bring to life visual representations of look, shape, color and line of the sign family. He will interpret client's needs, ideas and thoughts in the form of drawings, renderings and graphic illustration. Once approved, he and his staff will transfer this information into bidding documents to permit fabricators to bring his ideas to reality. He will work directly with the project management staff to assure continuity between sign design and planning.

Graphic Designers

Tenley Schmida and Sean Oppel will serve as graphic designers on this project. Their responsibilities include the refinement of design concepts and ideas, for signage design programs. From the development of an original idea to construction documents for approved signage, they will translate a client's desired look into detailed construction documents, preparing details, sections, elevations and material specifications.

Engineers

KMA Design has added Hanson Professional Services, Inc. to provide structural and electrical engineering services. KMA Design has not worked with Hanson Professional Services. The structural engineer's scope of work will be to prepare all foundation and mounting details for all structural supports that may be necessary for the new signage system. The electrical engineer's scope of work will be preparation of all required electrical plans and coordinate all power issues that are necessary for any illuminated signage that is included in the design package. Additionally, both the structural and electrical engineers will prepare the structural and electrical portions of the construction specifications for the bid package.

Project Management

Detailed documentation of all meetings, telephone conversations and decisions are distributed to the project team and client to keep all involved with the project abreast of any changes or modifications. As important as it is for KMA to stay on schedule to keep the project moving through each phase, it is just as important for the client to be aware of their responsibilities. KMA has the managerial expertise to keep all parties moving in a progressive manner. KMA will manage the progress of the project by issuing precise project memorandum indicating discussions, decisions, outstanding issues and action items that are necessary to keep the project's momentum on track.

The following is a list of proposed correspondence submittals that will be utilized by the staff of KMA to specifically describe the practices and procedures the firm will use to document the work.

Proposed Correspondence Submittals:

1. ***Meeting Memorandums:*** Meeting memorandums will be issued at the conclusion of each project meeting that occurs. The memorandums will summarize key items discussed and action items for each representative and will be issued to attendees, College of DuPage and other key

personnel. Meeting memorandums will be reviewed at the beginning of each meeting to overview items discussed during the last meeting.

2. **Telephone Logs:** Telephone logs will be completed after important conversations with the key personnel at the College of DuPage, etc., and copies will be provided to all pertinent parties. The logs will identify the parties involved in the conversation, date/time and items discussed.
3. **Emails:** Daily email correspondence will be copied to the College of DuPage. Email correspondence will be used to discuss project matters and project questions. KMA will provide answers to any questions or seek the appropriate responses from other parties (i.e. College of DuPage, fabricator, etc.)
4. **Schedule/Bar Charts:** Project timelines will be requested from the manufacturer upon award of the project. The timeline will indicate important milestone dates for the project, including shop drawings, prototypes, sample materials, permits, fabrication start date, fabrication completion date, installation start date, installation completion date and other crucial tasks involved with the project.
5. **Transmittals:** Transmittal forms will accompany any items that are issued from KMA to other parties. The form will indicate the following items:
 - a. Recipient
 - b. Distribution
 - c. Item being transmitted
 - d. Purpose of transmittal (i.e. for review, file, distribution, etc.)
 - e. Number of copies/date/description of transmittal
6. **Shop Drawings Transmittals:** Shop drawing transmittals will accompany each set of reviewed shop drawings (maximum of 3 submittals). The transmittals will indicate the following information:
 - a. Submittal Number
 - b. Date Received
 - c. Date Reviewed
 - d. Items included in submittal (i.e. # of prints, samples, etc.)
 - e. Status of submittal (Approved, Approved as Noted, Revise & Resubmit)
7. **Fax Transmittals:** Fax transmittal cover sheets will accompany each fax that is sent by KMA. The transmittal will identify the recipient, date, and description of items included in the fax. The College of DuPage will receive copies of each fax that is issued by KMA.
8. **Pay Applications:** Pay applications from the manufacturer will be reviewed by KMA. KMA will request back-up information to validate pay applications (i.e. inventory photos, proof of insurance for stored materials, receipts for stored materials, etc.). Pay applications will either be approved or revised based upon the items provided by the manufacturer to certify the pay application request.

ORGANIZATIONAL CHART

 College of DuPage

BARBARA J. MARTIN
PRINCIPAL-IN-CHARGE

DAVID W. KOSICK
PROJECT DIRECTOR

JASON G. ENGBARTH
PROJECT MANAGER

MICHAEL R. MARTIN
SENIOR GRAPHIC DESIGNER

FRANK A. SPENEY
PROJECT COORDINATOR

TENLEY SCHMIDA
GRAPHIC DESIGNER

SEAN OPPEL
GRAPHIC DESIGNER

HANSON PROFESSIONAL
SERVICES
STRUCTURAL ENGINEER

HANSON PROFESSIONAL
SERVICES
ELECTRICAL ENGINEER



DESIGN APPROACH

Design Approach

A detailed description of your design approach to this project (limit to two pages). Explain the firm's design capabilities as they relate to: Design Philosophy and process; Quality control/assurance procedures, including coordination of design disciplines, complying with program requirements and conformance to Federal/State/Local code requirements.

KMA has extensive knowledge in the planning and design of comprehensive signage programs for colleges and universities. It is this knowledge that will be utilized in the design and implementation of an interior and exterior signage system for the College of DuPage.

The interpretation of the scope and goals of the College of DuPage is to provide effective signage to identify and locate key buildings and destinations on campus. Along with the functional aspect of directing, the signage should present an image that is commensurate with the College's design standards.

Code-related signage is a necessary component of an overall sign program. The signage in this category represents all ADA, National Fire Codes, MUTCD standard Federal and State of Illinois criteria. Signs must meet both the Federal and State guidelines in order to be enforceable; as well as, reducing liability in the event of an accident or a discriminatory situation. The sub-consultants, Hanson Professional Services engineering will identify all code submittals required by state and local DuPage codes. They will assist in the preparation of necessary packages and act as a liaison between the client and code enforcement officers.

No matter how good the site directional signs appear they serve little purpose if the buildings are not clearly labeled and visible from parking areas or pathways. Consistent identification in the form of size and location is important as the audience is predisposed to labeling if it is repetitive in nature from one location to another. Building and facility identification signage is necessary in providing a sense of arrival to a destination. These signs are dependent upon how many points of ingress are publicly utilized to enter into a building and their visibility to parking areas and pedestrian pathways when approaching.

Building identification can take on various forms based on placement, viewing distance, rate of speed for vehicular viewing, site landscaping obstacles, ambient lighting and scale. Individual conditions must be considered specific to the College of DuPage; therefore, a solution that may have worked for one educational facility may not work for the College. Consideration must be placed on the variables that are appropriate to the College of DuPage. Should signs be internally illuminated or could reflective vinyl suffice? Are small signs going to be visible for all buildings or is a size hierarchy necessary based on the size of the building and viewing factors?

The use of more illuminated signs, particularly in the identification of buildings from a wayfinding perspective is highly recommended. Internally illuminated signage provides the maximum visibility to a sign particularly to vehicular traffic as it aids in nighttime clarity. These signs can present an increased cost to the budget and should be planned based on need, ambient lighting considerations, distance being viewed and importance of message.

Oftentimes, signage is up-lighted in lieu of internal illumination. Initially, this may be a less expensive solution; however, the use of external lighting fixtures becomes a problem with time as they are exposed to the elements.

For interior signage, directional signs should highlight key destinations throughout the building's interior. As a support to the directional signs, maps and directories should indicate 'you are here' references and the placement of buildings, departments and classrooms.

Nomenclature is crucial in the labeling of spaces and the flow of traffic. Consistency in how things are worded must occur to add a comfort level to the unfamiliar in attempting to find their destination. In general, the graphic application of all signs must be consistent in appearance. Consideration to colors, fonts, logos, language, type size, line spacing and kerning are valuable in projecting a clean appearance denoting professionalism.

The functionality of the signage program would take into consideration maintenance, flexibility and the ability to withstand any vandalism that may occur. Signs should be constructed of individualized message panels allowing for additions and modifications of messages as the campus evolves over the years.

Wayfinding is the single most important factor in signing multiple building campuses. Anyone can count signs and place them according to buildings, parking lots or other entities. However, if there is not a conscious effort made in the design and master planning of the wayfinding signage, it does not matter how aesthetically pleasing the identification signs appear as there will be no cognizant means of connecting one location to the other geographically.

The planning of signage for wayfinding purposes is an extremely detailed process where the designer will plan each sign along with all appropriate messages for the entire campus. Special considerations, such as future master planning for the facility have to be reviewed and planned. When planning messages, labeling for "today" cannot be the only priority. Future construction, relocation of departments, modification or addition to buildings must all be taken into consideration. Even though an overall master plan may be years out before completion, it is important to think about "tomorrow" as future change is inevitable.

Signage design must not only identify destinations for the moment, but also allow for future messages in order to protect the initial investment. Otherwise, the signage will become obsolete and have to be replaced as expansion and construction commences.

The cost of taking on a new sign program is not something that should be done haphazardly. The KMA Design team will establish a signage committee made up of members of College of DuPage's staff who have a stake in the success of the new signage program. Multiple items will be discussed and reviewed in order for the design team to have a complete grasp of the project's goals, the existing signage weaknesses and voids and the future anticipated modifications to the campus. The use of a qualified signage planning and design firm is extremely important in the process of developing a wayfinding/signage program that warrants the expenditure of an overall signage program.

At the completion of the project all pertinent materials and drawings that affected the design of the project throughout the manufacturing and installation process will be gathered to compile a final standards manual that will be issued to the College of DuPage to close out the project.



PROJECT SCHEDULE

Legend
*Tentative Meeting

Firm Experience Information

Submit a detailed statement demonstrating your firms understanding, experience and expertise with:

1. Code requirements, standards and guidelines pertaining to this type of project.

Code Requirements, Standards, and Guidelines

KMA has an intimate understanding of the *Americans with Disabilities Act* and the specific criteria that is set forth in the legislation, means to educational clients. All signs will be compliant and meet the needs of all populations, whether or not they are disabled. KMA is also cognizant of the standards and guidelines in place at the College of DuPage and the Village of Glen Ellyn's signage ordinance.

As previously stated, the project team engineers, Hanson Professional Services, will be overseeing all local and state codes that govern the College.

In the event the local code is prohibitive to the needs of the College of DuPage, KMA has the resources to coordinate a variance pursuit package for any exterior site signage that may be affected. This task often includes: presentation materials including square footage calculations of both existing and proposed sign area, power point presentations to zoning counsel and any other support documentation required, including meeting with zoning officers to walk the site, establish right-of-ways and utility easements, etc.

2. The latest campus signage design philosophies pertaining to University, Community College or Vocational Education campus contexts including design principles and philosophies intended to be employed during the design process.

Customer Service

KMA's philosophy is to serve their clients as a part of their team and not as someone on the outside trying to push through images and ideas that do not necessarily coincide with the desires of the client. KMA considers all parties; construction manager, design team, engineering consultants and the owner one unified force. There are no divisions or egotistic perspectives involved in their process or the management of a project. The focus is a happy client. A happy client is a result of all aspects of a project being executed to either meet or exceed their expectations. The goal is quality design, cost awareness and schedule compliance through a team approach that benefits all in the long run.

The KMA team is comprised of a variety of experts in the various aspects of signage design, programming/planning services, project management and construction supervision. Unlike any other design firm, KMA assures the College of DuPage that its principals, Barbara J. Martin and David Kosick will be involved in the project along the way, including their attendance at meetings, providing their expertise and knowledge is available to this process. Unlike many firms who send out the principals to get the work then later disappear, KMA is dedicated to the participation of its owners. Additionally, this "hands-on" interaction assures the College of DuPage that they will not be pawned-off to less qualified staff as is often the case in larger firms.

Conflicting Schedules

There are often many challenges on a project of this size that result from conflicting schedules of those assigned as members of the signage committee. As is often the case, meetings are cancelled and force the timeline to slip if the availability of key decision makers does not coincide with the project's scheduled meetings. One way that KMA attempts to resolve this issue is by identifying up front, the number of meetings and requesting a point person from the College to coordinate the scheduling of at least the first three meetings at the initiating phase of the project to eliminate conflicts and absenteeism at a later time.

Decision-Making Committee

It is important that not only the right design firm be selected to execute this project, but that the College of DuPage assigns specific personnel to see it through fruition. A decision-making signage committee is important to assure that the project stays on track and does not lag due to layers of approvals.

Committee Members

It is KMA's recommendation to have a signage committee consisting of no more than six members. These participants should include, but are not limited to, Administration, Facilities Management, Admissions, Security and the College's architect. KMA does not recommend members of the core sign committee being added or replaced mid-stream, as it often slows the process. The sign committee must be available to attend most meetings and proxies are not recommended in their absence. One key person on the client committee should serve as the point person to handle the final approvals of message schedules, location plans and design documents and serve as the conduit to various departments, architects, engineers, etc., in an effort to expedite the communication between KMA and the College of DuPage staff.

Construction Budget

Budget is also a reality that must be considered by the client prior to the design phase. The designers will then have a realistic baseline for how and what they design. If the College is not prepared or able to establish a construction budget, KMA Design can assist in establishing a budget that will be palatable to all parties.

Utilities

The availability of correct utility plans can affect the accuracy of where signs are placed in the master plan. In instances where conflicts arise, there may be a need to modify messages and placement if the proposed locations cannot be used for final installation purposes.

Removal/Replacement of Existing Signs

When existing wall-mounted signs are removed from buildings there is often damage to the structure that results from the previous mounting methods. The repair of walls is a necessity and the cost should be a consideration in the budgeting of the overall signage program.

Materials, Finishes and Extrusions

Consideration must be made toward materials not being proprietary or unavailable through several sources as they are often discontinued leaving the sign system obsolete. Products that are specified for the signage program must be available and not manufacturer-specific. Additionally, sustainable materials should be considered with regard to the design of signage. Just as building design has been altered in recent years through LEED, signage materials and techniques should also follow this trend for the long-term effects on the environment. Initially, many paints, materials and methods that comply with the LEED philosophy are more costly, therefore the desires of the College with this regard should be considered up front prior to the establishment of a construction budget.

Construction Techniques/Trade Standards

All of KMA Design's projects are designed for durability and maintainability over the lifetime of the sign units. Exterior signage is primarily made up of an aluminum structure that is painted with an automobile-grade paint for long life and color durability. Individual message panels are used to provide ease of maintenance and flexibility for future changes whether done by in-house forces or other outside manufactures. If signage is non-illuminated, the messages are made out of vinyl materials that have a UV rating and can be removed or changed if necessary. In signage that is illuminated, EnergyStar lighting fixtures are used to provide internal illumination when fluorescent light fixtures are used.

Polyurethane clear coats are also used in areas where vandalism is an issue. In these paint applications, the clear coat protects the painted surfaces and allows for easier cleanup. Additionally, in areas with

extreme temperatures and weather conditions, the clear coating helps to extend the life of the painted surfaces. Lexan is used in lieu of acrylic for the durability and the maintenance aspects as it pertains to vandalism. This material is shatterproof. Although higher in cost, where warranted, the life cycle cost justifies the expenditure up front. In interior signage where ADA compliance is not necessary, AluImage can be used for its vandal-resistant properties.

3. **Include a cost estimate history, comparing cost estimates versus actual bid amounts on similar projects. Discuss how change orders, designer errors and omissions (second costs) are addressed.**

Schedule Control

Early detection of potential schedule problems can only be achieved if guidelines have been developed, which describe project completion requirements. KMA utilizes two schedule formats to keep a clear picture of progress: the milestone schedule and detailed schedule. When the project kick-off occurs, a project milestone schedule will be established, which becomes the guidance for the duration of the project. Shortly after project kick-off, a detailed listing of design activities and deliverables is correlated with the milestone schedule to establish appropriate meeting dates and deliverables.

KMA has worked on numerous projects throughout the United States where completion of a project's signage program meant whether or not a building would be granted its Certificate of Occupancy. KMA has never been in a situation where the delay of a project's schedule was directly associated with their performance. As many government projects are based on low bid, KMA has no say in who the fabricator is or their qualifications. Unfortunately, in these situations the performance of sub-standard manufacturers can effect the completion date of a project.

KMA has never been late on a project submittal; therefore, has a flawless history of their design and construction documents being executed on time. This is illustrated in many cases, but most notably for the Pittsburgh Pirates MLB stadium, PNC Park. The signage had to be done in time for the home opener in April of 2002. This deadline was met. Similar situations occurred on the University of Pittsburgh's basketball arena and Tampa Bay Lightning's St. Pete Times Forum NHL arena regarding their season openers.

Cost Estimates

KMA has developed various cost estimates for their clients. They have been asked to develop budgetary numbers at the onset of projects whether new construction or renovations. They have also been responsible for the coordination of cost estimates for signage through their various resources on behalf of their clients. In some instances where there is a cost estimating consultant on board on a large project team, KMA has successfully worked with estimators providing documentation at each phase of a project that accurately depicts materials, dimensions, processes and quantities. In instances where a client has a pre-conceived allowance or budget for signage, KMA will review the number up front and determine if the figure is accurate or if it has to be adjusted.

KMA has successfully brought all of their projects in on budget. The University of Pittsburgh's Petersen Events Center is an excellent example of this. The 12,000-seat basketball arena had a signage budget of \$400,000 assigned when KMA was selected for the project. KMA managed to design a custom sign program that met all of the needs of the facility, was aesthetically cohesive with the architecture and came in nearly \$200,000 under budget! KMA was asked to establish a budget for the renovation of new interior and exterior signs at a Pittsburgh-area community hospital, Sewickley Valley Hospital, which KMA served as the designer. KMA established an overall budget for the project of \$200,000 dollars. The successful bidder provided a quote of \$200,622.00 on the project, a margin of less than 1%.

Cost Control

KMA's cost control activity begins when the project is released. During the design phase it is necessary to have a firm grasp of materials, methods of fabrication and any obstacles that the site might present to prevent any surprises or change orders once the project is in the fabrication stage. In instances where there are unknown factors, like underground or other hidden conditions, KMA has successfully worked with numerous fabricators to value engineer individual sign units where a problem exists. The VE stage is important to maintain the intent of the design, while satisfying any issues that might be better resolved through minor design modifications.

Often an owner can be their own worst enemy, with multiple decision makers and a sign committee that is indecisive. Additionally, architectural modifications can also result in change orders and cost overruns. KMA works diligently to extract all necessary information from the client to ensure that they are informed and no surprises occur that could result in having to make changes too late in the game. Firm approvals must be secured at the conclusion of each phase, prior to the design team moving into the next phase of the work. This helps to deter last minute changes and modifications from occurring to previously approved designs.

Quality Workmanship

With a history of change orders being less than 1% with all previous clients, KMA can support their quality workmanship by producing extremely detailed drawings that are accurate and precise.

Project Experience Profiles (Projects worked on by individuals while employed by other firms shall be identified as such.) Provide profiles of a minimum of five similar projects completed within the last 5 years.

The following 6 projects profiles illustrate signage projects completed by KMA Design that are similar to the College of DuPage's signage project.



SEMINOLE COMMUNITY COLLEGE

SEMINOLE COUNTY, FL

Ms. M.C. Teet- Facilities Planner and Interior Designer

Seminole Community College
100 Weldon Boulevard
Sanford, FL 32773
Tel: 407-708-2469

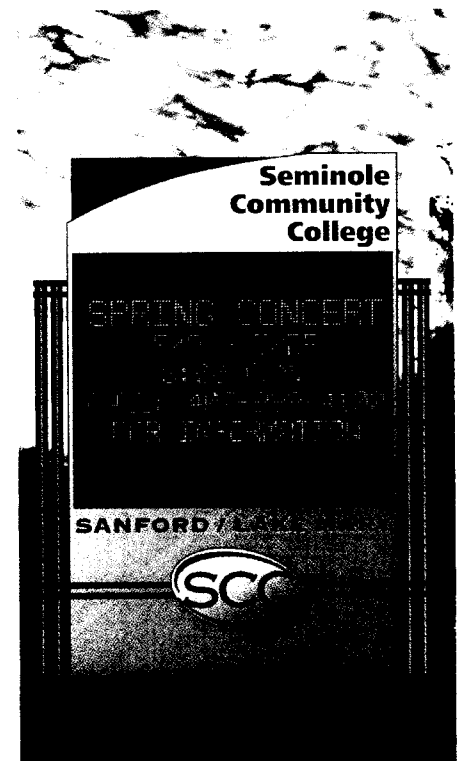
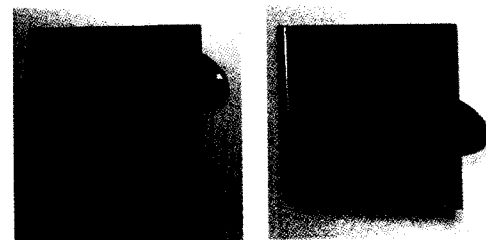
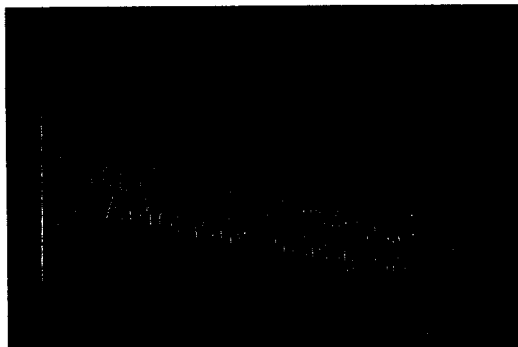
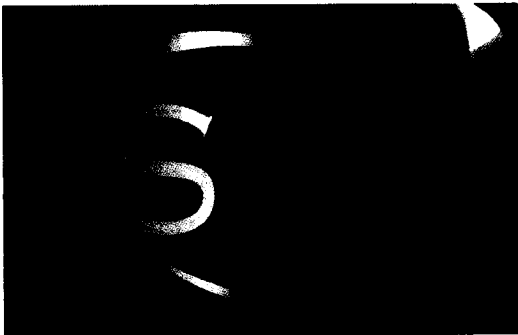
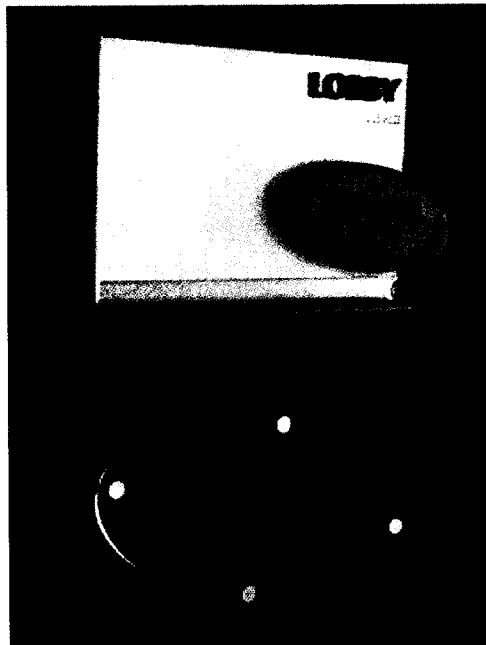
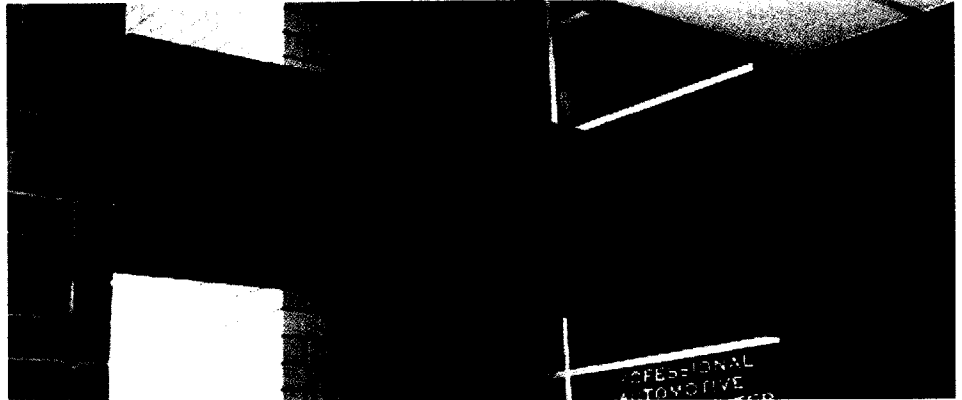
Scope of Work: KMA Design was contracted with the Seminole Community College to provide design services for an interior and exterior signage program for five campuses located in Central Florida.

Time Frame: KMA Design began working with the Seminole Community College in 2006 and has been contracted for on-going services to phase the design and implementation of the signage program. The project is scheduled to be finished in August 2008.

Project Budget: \$2.5 million

Cost of Design Contract: \$650,000 (Fee is for combined services on multiple projects.)

Construction Cost: \$2.4 million (Cost is for combined construction costs on multiple projects).





UNIVERSITY OF PITTSBURGH

PITTSBURGH, PA

Ms. Ana Guzman- Retired Associate Vice
Chancellor

University of Pittsburgh
3400 Forbes Avenue
Pittsburgh, PA 15260
Tel: 412-624-9510

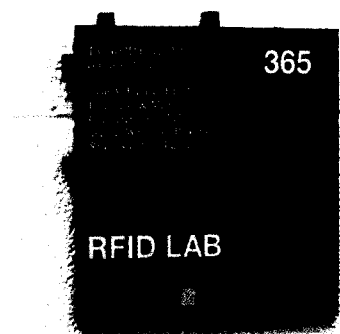
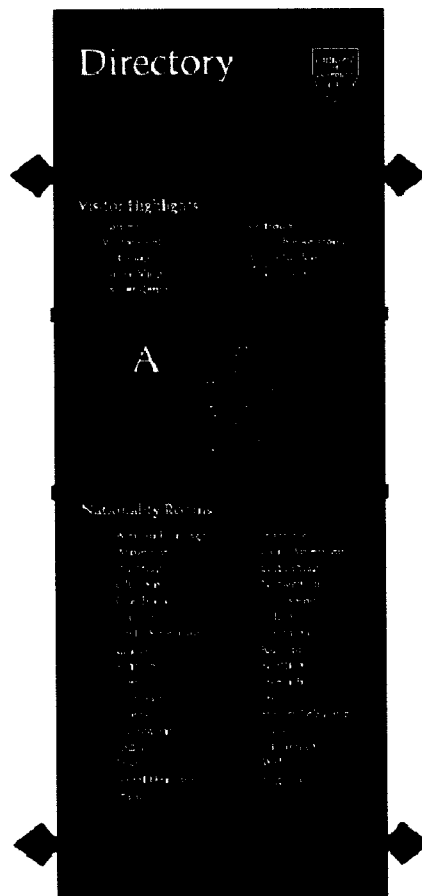
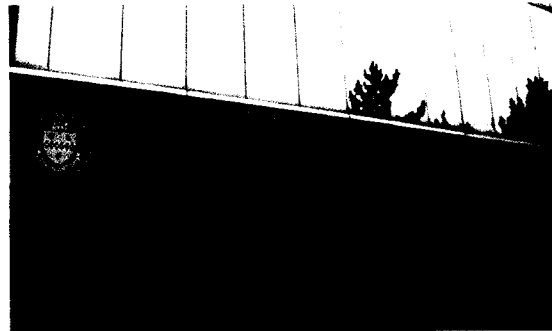
Scope of Work: KMA Design was contracted with the University of Pittsburgh to plan, design and implement an interior and exterior signage program for the 12,000-seat Petersen Events Center, 10-story Benedum Engineering Hall, the 28-story Cathedral of Learning and concessions in Sutherland Hall. Additionally, KMA Design was contracted to design site signage and campus gateways for the University of Pittsburgh's main campus.

Time Frame: KMA Design began working with the University of Pittsburgh in March 2001 and has been contracted for on-going services over the past six years. Benedum Hall, Cathedral of Learning and Sutherland Hall projects are scheduled to be finished in 2009.

Project Budget: \$1 million

Cost of Design Contract: \$89,140 (Fee is for combined services on multiple projects.)

Construction Cost: \$725,000 (Cost is for combined construction costs on multiple projects).



EC

EDUCATIONAL CAMPUS



SETON HILL UNIVERSITY

GREENSBURG, PA

Dr. JoAnne Boyle- President

Seton Hill University
Seton Hill Drive
Greensburg, PA 15601
Tel: 724-838-4211

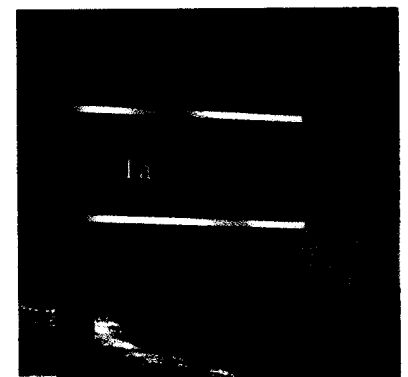
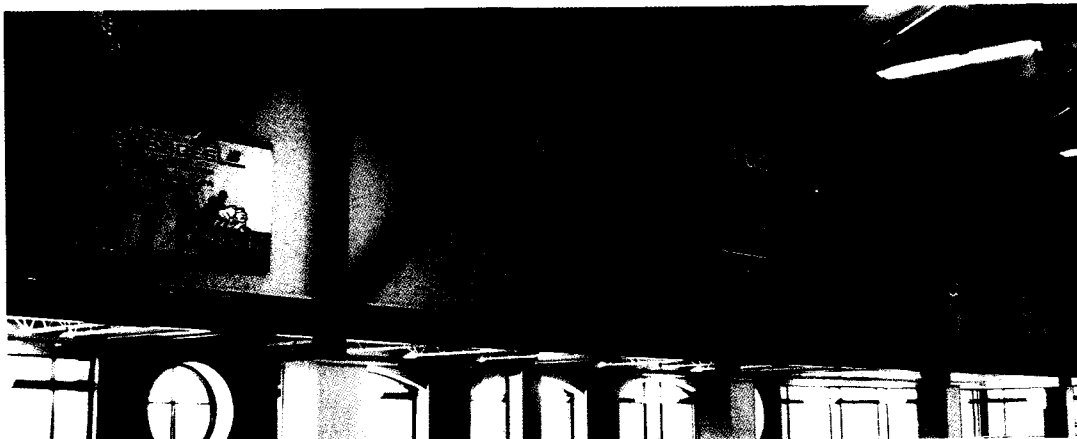
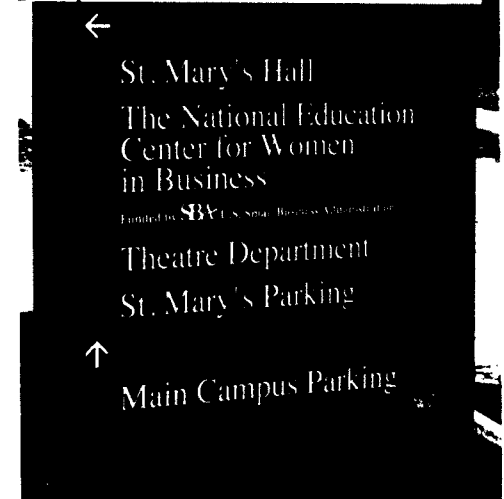
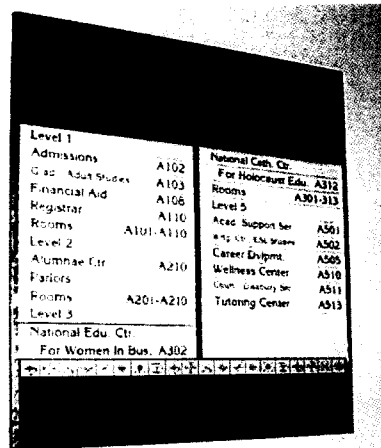
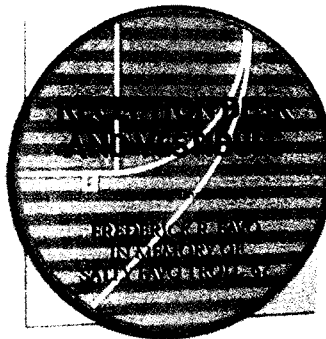
Scope of Work: KMA was contract with Seton Hill University to plan, design and implement several signage programs over the years. KMA Design planned site and interior signage for the entire campus. Recently, KMA created entrance signage for the dormitories, customized interior signage for the administration building, several donor walls located throughout campus and a comprehensive interior and exterior signage system for the Katherine Mabis McKenna Recreational Center.

Time Frame: KMA has been contracted with Seton Hill University for continuing services since 1997. Currently all projects have been completed with Seton Hill University.

Project Budget: \$425,000

Cost of Design Contract: \$86,500 (Fee is comprehensive.)

Construction Cost: \$375,000 (Cost is for combined construction costs on multiple projects).



EC EDUCATIONAL CAMPUS

WESTERN CONNECTICUT STATE UNIVERSITY

DANBURY, CT

Mr. Tom Curran- Associate Director of Planning & Engineering

Fairfield State University
1073 North Benson Road
Fairfield, CT 08824
Tel: 203-254-4000

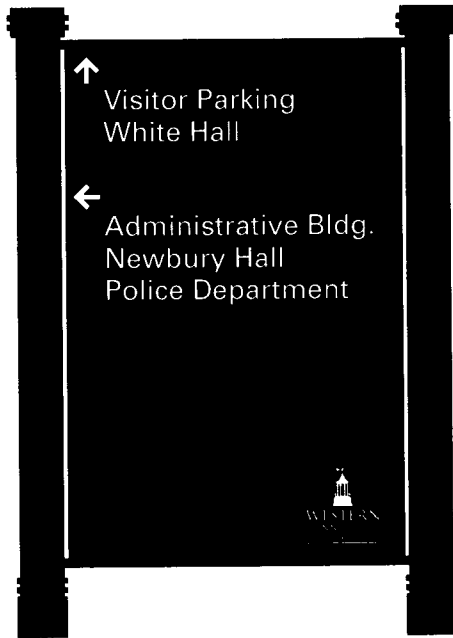
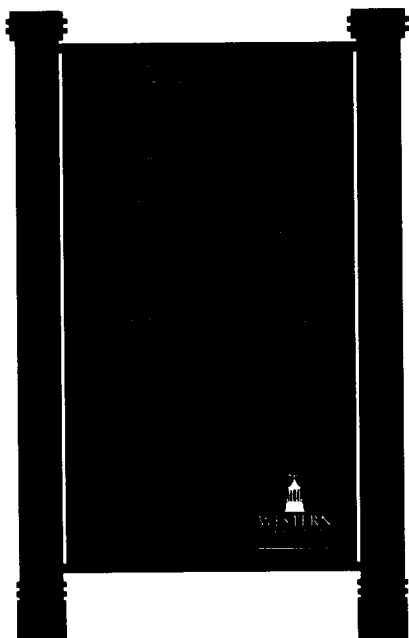
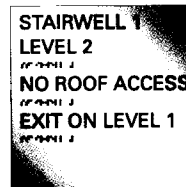
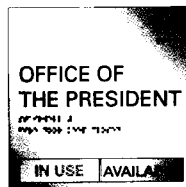
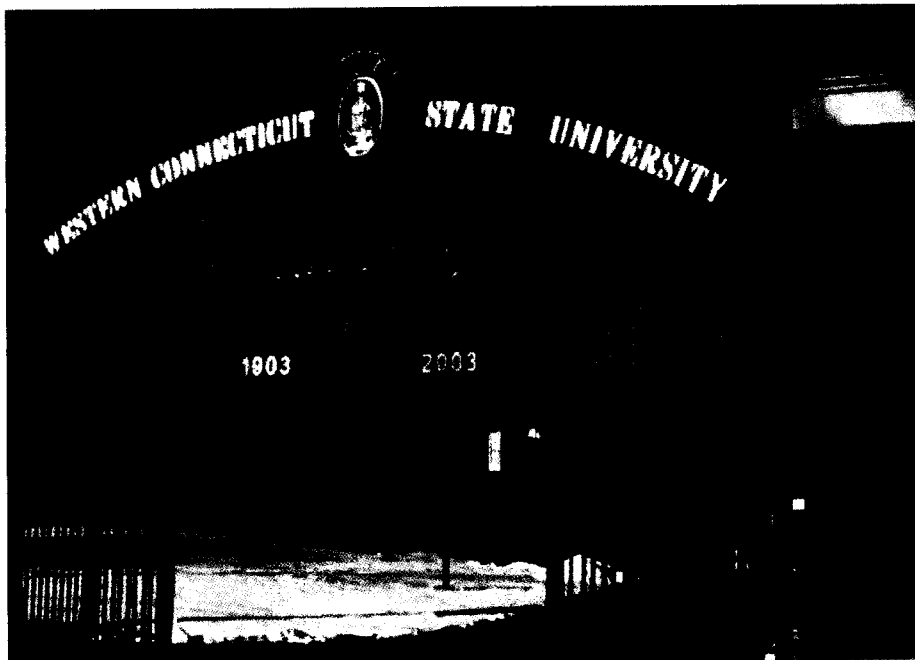
Scope of Work: KMA Design was contracted with Western Connecticut State University to plan, design and implement a campus-wide interior and exterior signage master plan and wayfinding program for the Midtown and Westside campuses.

Time Frame: KMA Design began work on Western Connecticut State University in November 2005. The project is in the final phase and will be completed at the end of October due to an extended time period when the project was put on hold due to changes in the University's facility staff.

Project Budget: \$62,000

Cost of the Contract: \$60,395.00 (Fee also includes the implementation of the interior and exterior signage for the Campus Center.)

Construction Cost: \$36,000 (Cost is for Campus Center building only).



EE

EMERGENCY EVACUATION

EC

EDUCATIONAL CAMPUS



THE COLLEGE AT OLD WESTBURY

OLD WESTBURY, NY

Mr. Michael Giambalvo- Purchasing Director

The College at Old Westbury
P.O. Box 210
Old Westbury, NY 11568-0210
Tel: 516-876-3269

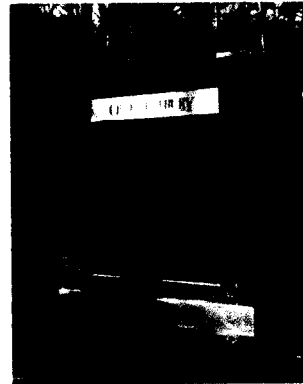
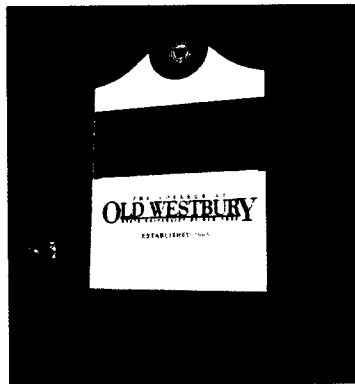
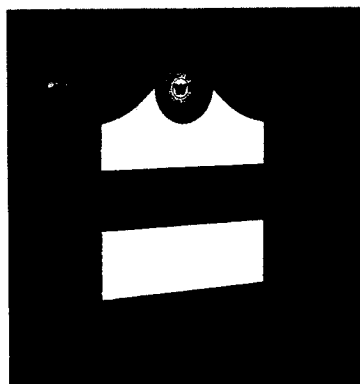
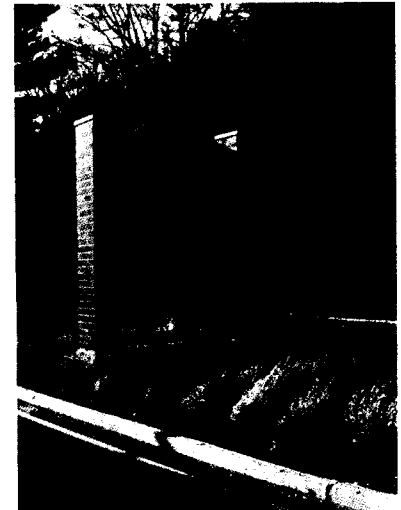
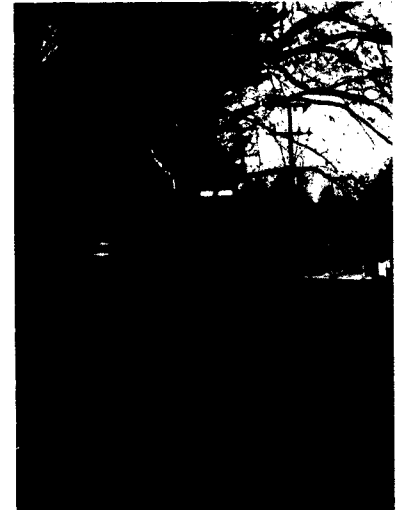
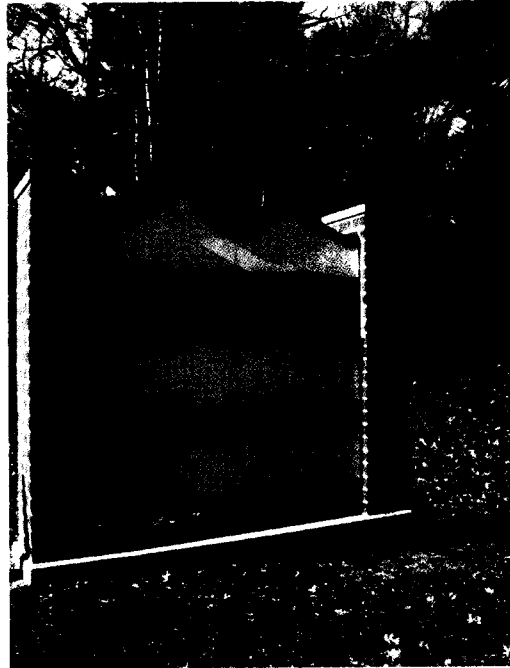
Scope of Work: KMA Design was contracted with the College at Old Westbury to design and implement a campus-wide exterior signage program that spanned over the 615-acre campus.

Time Frame: KMA Design was contracted with The College at Old Westbury in January 2004 and completed design and implementation services in September 2006.

Project Budget: \$150,000 (Owner expanded scope and requested higher end materials for aesthetic preferences of the President.)

Cost of the Design Contract: \$65,000

Construction Cost: \$850,000





CURRENT AND ANTICIPATED WORKLOAD

KMA Design Current / Projected Workload	DATE	July		August		September		October		November		December		January		February		March		April		May		June		July	
		1-15	16-31	1-15	16-30	1-15	16-30	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-28	1-15	16-31	1-15	16-30	1-15	16-30	1-15	16-30	1-15	16-31
PROJECT																											
City of Kennebec																											
Cookeville Regional Medical Center																											
Forum Health System																											
City of Shawnee Expo Center																											
Mohegan Sun Casino																											
Mount Nittany Medical Center																											
Pittsburgh Penguins Arena				100	100	100	100																				
Pocono Medical Center																											
Quonset Development Corporation																											
Radford University																											
Robert Morris University																											
Seminole Community College																											
University of Pittsburgh																											
Waynesburg University																											
Western Connecticut State University																											
Subtotal Hours:		270	260	280	264	234	260	250	250	150	130	105	65	75	75	50	50	20	20	20	20	20	20	20	20	20	20
Total Projected Hours:		270	260	280	264	234	260	250	250	150	130	105	65	75	75	50	50	20	20	20	20	20	20	20	20	20	20
Total Staff Hours:		720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720	720
Remaining Hours:		450	460	440	456	486	460	470	470	570	590	615	655	645	645	670	670	700	700	700	700	700	700	700	700	700	700
LEGEND																											
Analysis																											
Schematic Design																											
Design Development																											
Construction Documents																											
Bidding/Negotiation																											
Construction Administration																											
9 x 1920 =																											
17280 / 24 =																											

* Schedule is based upon execution of contract.

**Engineering hours are to be determined, once a final number of sign types have been determined.



REFERENCES

References

Provide the following references:

1. **Three signage installation firm (contractor) references on projects of similar type, scale and complexity.**
2. **Provide client references for ALL projects submitted.**

Below are three references of fabricators that KMA Design has successfully worked with to complete projects of similar type, scale and complexity. The client references for all projects submitted are included in the section, "Project Experience Profiles."

Ms. Carol Stanford- *President*
Signs Unlimited, Inc.
1808 MacTavish Avenue
Richmond, VA 23230
Tel: 804-353-0607

Mr. Jody Bunting- *President*
Bunting Graphics
20 River Road
Verona, PA 15147
Tel: 412-820-2200 x240

Mr. Pat Mazzotta – *President*
SIGNPRO
463 Brownsdale Road
Renfrew, PA 16053
Tel: 724-586-5600 x1



INSURANCE

Insurance

The Designer shall provide copies of their professional liability insurance certificate and other business related liability insurance, with limits of liability, as part of their proposal.

KMA Design does not carry professional liability insurance as the firm does not provide engineering and architectural services, but can get this at the discretion of the College. Additionally, KMA Design can provide professional liability insurance certificates for the engineering subconsultants. Below is a list of KMA Design's liability insurance/providers and our limits for general and automotive liability and worker's compensation.

Worker's Compensation - Policy Limit of \$500,000 - Paychex is the provider

General Business Liability - \$2,000,000 per occurrence - Hartford is the provider

Automobile Liability - \$2,000,000 combined single limit per accident - Hartford is the provider



FEE PROPOSAL



Fee Proposal

Fee shall be a lump sum fixed fee for complete Design Services. Design Services fee proposal shall be in the following format:

Firm Name: Kerestes-Martin Associates, Inc. (dba KMA Design)

Base Services:

Pre-Design Services	\$4,992.50
Design Services	\$14,977.50
Bidding Document Services	\$19,970.00
Bidding Services	\$2,496.25
Construction Administration Services	\$7,488.75

Optional Additional Services:

Design, Bidding Document, Bidding and Construction Administrations Service for the WCCC:
\$10,550.00

Design, Bidding Document, Bidding and Construction Administration Service for the BIC/SRC:
\$28,850.00

Expenses: (not-to-exceed reimbursable amount, at cost) \$29,025.00

Total This Proposal: **\$118,350.00**



Signature of Officer

Date

Title

BASE SERVICES									
Project Team Member	Title	Hourly Billing Rate	Design	Bidding Documents	Bidding	Construction Administration	Total Hours	Total Cost	
Barbara Martin	Principal-In-Charge	\$135.00	25	10	4	16	55	\$7,425.00	
David Kosick	Project Director	\$135.00	10	5	2	8	25	\$3,375.00	
Jason Engbarth	Project Manager	\$85.00	8	32	4	48	92	\$7,820.00	
Frank Spenev	Project Coordinator	\$75.00	8	48	8	48	112	\$8,400.00	
Michael Martin	Senior Graphic Designer	\$75.00	24	56	1	8	89	\$6,675.00	
Tenley Schmida	Graphic Designer	\$65.00	32	80	1	8	121	\$7,865.00	
David Oppel	Graphic Designer	\$65.00	32	80	1	8	121	\$7,865.00	
Victoria Kerestes	Administrative	\$50.00	2	2	4	2	10	\$500.00	
						Total Hours:	625		
							Total Cost:	\$49,925.00	
WCCC (OPTIONAL ADDITIONAL SERVICES)									
Project Team Member	Title	Hourly Billing Rate	Design	Bidding Documents	Bidding	Construction Administration	Total Hours	Total Cost	
Barbara Martin	Principal-In-Charge	\$135.00	2	2	2	2	8	\$1,080.00	
David Kosick	Project Director	\$135.00	1	2	2	2	7	\$945.00	
Jason Engbarth	Project Manager	\$85.00	1	10	2	8	21	\$1,785.00	
Frank Spenev	Project Coordinator	\$75.00	1	20	4	10	35	\$2,625.00	
Michael Martin	Senior Graphic Designer	\$75.00	4	4	1	2	11	\$825.00	
Tenley Schmida	Graphic Designer	\$65.00	12	8	1	2	23	\$1,495.00	
David Oppel	Graphic Designer	\$65.00	12	8	1	2	23	\$1,495.00	
Victoria Kerestes	Administrative	\$50.00	1	2	2	1	6	\$300.00	
						Total Hours:	134		
							Total Cost:	\$10,550.00	
BIC / SRC (OPTIONAL ADDITIONAL SERVICES)									
Project Team Member	Title	Hourly Billing Rate	Design	Bidding Documents	Bidding	Construction Administration	Total Hours	Total Cost	
Barbara Martin	Principal-In-Charge	\$135.00	4	6	4	8	22	\$2,970.00	
David Kosick	Project Director	\$135.00	2	6	4	8	20	\$2,700.00	
Jason Engbarth	Project Manager	\$85.00	2	45	4	30	81	\$6,885.00	
Frank Spenev	Project Coordinator	\$75.00	2	50	8	30	90	\$6,750.00	
Michael Martin	Senior Graphic Designer	\$75.00	8	16	1	8	33	\$2,475.00	
Tenley Schmida	Graphic Designer	\$65.00	16	24	1	8	49	\$3,185.00	
David Oppel	Graphic Designer	\$65.00	16	24	1	8	49	\$3,185.00	
Victoria Kerestes	Administrative	\$50.00	2	4	4	4	14	\$700.00	
						Total Hours:	358		
							Total Cost:	\$28,850.00	



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