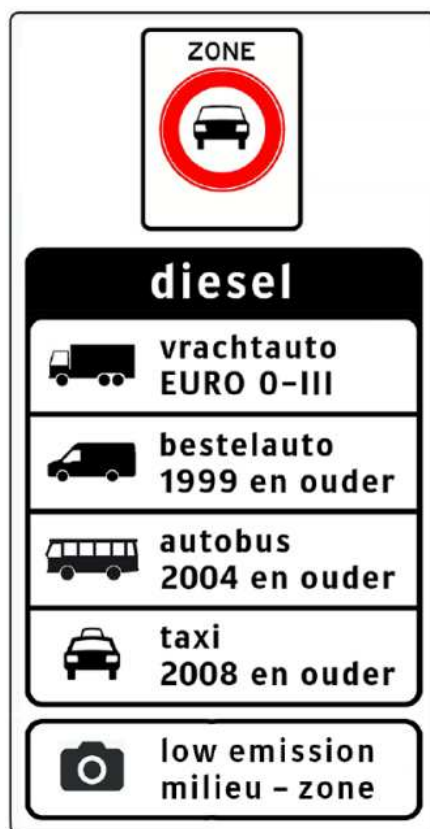


Market Consultation
Supply of Sign Carriers for Low Emission Zone Signs in Amsterdam

Reference 2018-MC01



Date 21 March 2018
Contracting authority Municipality of Amsterdam
Client Traffic and Public Space Department

1. Introduction

1.1. Background

In preparation for a tender procedure, the Municipality of Amsterdam is holding a closed written market consultation by means of this document. The tender procedure concerns the supply of Sign Carriers for Low Emission Zone Signs. These traffic signs inform road users about the applicable restrictions in the Low Emission Zone (LEZ). Besides being informative, they also serve a legal enforcement purpose. With this document, the Municipality of Amsterdam invites candidates to answer questions about requirements, wishes and preconditions for the actual tender.

1.2. Purpose

The purpose of the market consultation is to help the Municipality of Amsterdam understand what the market can deliver in terms of Sign Carriers for LEZ Signs. With this insight, it can better align its requirements and specifications to the market's capabilities.

1.3. Interest of market parties

In this phase of the process you have an opportunity to outline your view on the municipality's strategy for contracting a party for the development and realisation of the Sign Carriers. Insights of market parties can be taken on board in the subsequent process. It is therefore relevant for market parties who are interested in submitting a tender for this project to take part in this market consultation.

1.4. Market consultation process

The market consultation starts on 21 March 2018 and the results will be processed in the tender documents in Q2 2018. The tender is expected to start in Q3 2018, with the contract being awarded at the start of Q4 2018.

The Municipality of Amsterdam reserves the right to use the information obtained through this market consultation as it sees fit for drawing up the tender documents. A report on the market consultation may be enclosed with the tender documents so that market parties who have not been invited to participate in this closed market consultation can also take note of the information shared. This will only take place if, in the municipality's opinion, there is any question of prior information.

1.5. Communication and timetable

The current timetable for the activities is as follows:

Market consultation and tender	
Send out market consultation	21 March 2018
Closing date for submitting results by market parties	20 April 2018, no later than 14.00 hours
Start of tender (expected)	Q3 2018
Contract award (expected)	Early Q 4 2018
Project implementation (expected)	Q4 2018 – Q 1 2019

This market consultation will be communicated through TenderNed. The contact person is Mr Patrick Dippell, p.dippell@amsterdam.nl.

1.6. Reader's guide

This document consists of four chapters and two appendices. All information will be made digitally available. In addition to this first introductory chapter, the contents are as follows:

Chapter 2	Project Description
Chapter 3	Market consultation preconditions
Chapter 4	Questions to the market
Appendix 1	Factsheet and glossary of terms used
Appendix 2	Market consultation reaction form for Supply of Low Emission Zone Sign Carriers

2. Project description

This chapter sets out the most important characteristics of the project.

2.1. Background

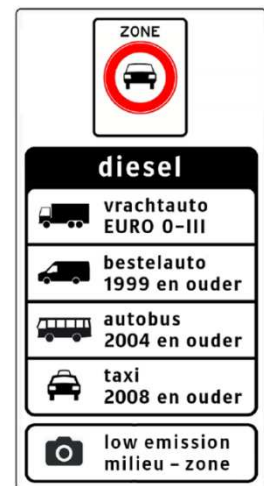
In 2008 the Municipality of Amsterdam introduced a low emission zone (LEZ) for lorries. An LEZ is an area which vehicles that do not meet certain emission limits or requirements are forbidden to enter. This concerns requirements regarding the emission of hazardous substances. In June 2016 the Municipal Council decided to continue the LEZ for lorries and to expand the measure to other vehicle categories, namely for delivery vans effective from 1 January 2017 and for taxis, buses and mopeds from 1 January 2018.

Traffic signs have been placed on all approach roads to the LEZ to inform road users about the restricted access to the LEZ. There are two types of signs: advance warning signs and zone boundary signs.

- The advance warning sign indicates that a vehicle will enter an LEZ if it drives in a certain direction.
- The zone boundary sign serves a legal enforcement purpose and formally marks the statutory boundary of the LEZ. If the driver of a vehicle that does not meet the restrictions ignores this sign, the registered owner of the vehicle will be fined. Enforcement takes place with Automatic Number Plate Recognition (ANPR) cameras.

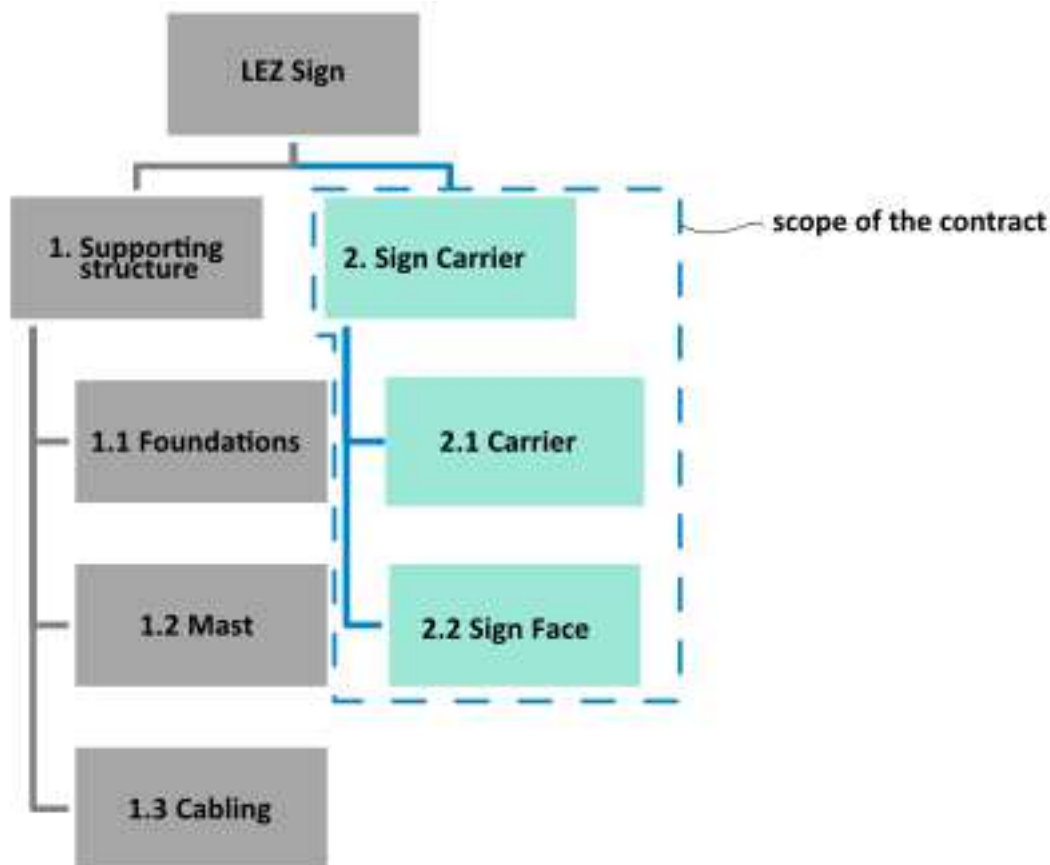
The readability of the Sign Face must be guaranteed under all circumstances. Drivers must be able to read, understand and safely respond to the restrictions displayed on the signs. To guarantee the readability of the signs, the municipality of Amsterdam adheres to the national guidelines for traffic sign design.

These guidelines were determined on the basis of the relationship between the following variables: readability distance, letter size and size of message. These variables are adapted to suit the normal driving speed at the location. The letter size and size of the message jointly determine the format of the Sign Face and, hence, the size of the Sign Carrier. The Sign Face of the zone boundary sign is shown opposite. The measurements of this Sign Face are 2.10 x 3.90 metres.



2.2. Scope of the contract

The Low Emission Zone Amsterdam Project is looking for a suitable partner who can supply the Sign Carriers including the texts/symbols of the LEZ signs (both advance warning signs and zone boundary signs), and possibly also the Fastening Structure. The project comprises about 100 signs (for more information and the glossary of frequently used terms, see **Appendix 1**). The Supporting Structure (masts/gantries and foundations) will be supplied and placed by another partner. The manufacture and delivery of these Supporting Structures thus falls outside the scope of this market consultation, but definitely has a connection with the tender for the supply of the Sign Carriers.



2.3. Scope of the project

The project comprises the following:

Delivery including transportation of about 100 Sign Carriers and Fastening Structures for LEZ Signs with a total surface area of about 1300 m² in Amsterdam (placement is in the first instance excluded from the contract), with two Sign Carriers being combined with electronic traffic signs.

The specifications of the Sign Carriers are set out in Appendix 1.

2.4 Preconditions for Sign Carrier Contract

- The contract for the Sign Carriers is expected to be awarded in early Q4 2018 and the signs must be placed in Q4 2018 and Q1 of 2019.
- The warranty period for the supplied Sign Carriers is 10 years.
- The Sign Carriers must be made of corrosion-free steel.
- Amsterdam is situated in an area with wind load II.
- The Sign Carrier and Fastening Structure must be easy to expand and adjust so that, for instance, vehicle categories can be added or removed in the future.
- Amsterdam will provide an AutoCAD file (.dwg) for each Sign Face.
- The tender for the supply of Sign Carriers is subject to Dutch laws and regulations.

3 Market consultation preconditions

This market consultation is subject to the following preconditions:

3.1 Approval of market consultation document

Participants in this market consultation agree to the contents of this document.

3.2 Equality of information

All participants receive the same information, namely the present document, including the Appendices mentioned in section 1.6.

3.3 Rights

The market consultation does not form part of a tender procedure. The market consultation does not in any way constitute an agreement between the Municipality of Amsterdam and the participating parties that gives rise to any obligations or rights other than the sharing of the information described in this document. The municipality is free to terminate the market consultation at any time if, in its view, there are compelling reasons to do so.

Furthermore, the information contained in this document is purely provisional and, for this reason, confers no rights whatsoever.

3.4 Confidentiality

In view of the nature and purpose of the market consultation and any possible follow-up steps, the information supplied by all parties during the market consultation is in principle confidential, on the understanding that:

- the Municipality of Amsterdam is entitled to take this information, including any anonymised reports of consultations, on board in any public administrative decision-making processes;
- this information can be used to give feedback to parties interested in the tender in the form of a general anonymised report of the (outline) answers which, if the municipality considers necessary, will be enclosed with the tender documents.

3.5 Language

The market consultation will be conducted in Dutch or English. All documents for the market consultation are available in Dutch, English, French and German.

3.6 Costs

Costs incurred for the participation in the market consultation will not be refunded.

3.7 Proviso

The Municipality of Amsterdam reserves the right to alter the content and procedure of this market consultation as well as the information supplied in the course of the market consultation.

3.8 Guidance for submission of answers

The answers to the questions should meet the following guidelines:

- You are requested to submit answers in written text and provide illustrative material where relevant;
- You are requested to answer all questions. If you are unable to answer a specific question, please explain why;
- If you believe that the information you supply is commercially sensitive, please state this with your answer;
- You are permitted – in so far as the information in this document is insufficient – to make assumptions in order to answer a question. In such cases, please state the assumptions

made. If you have any questions, you can also contact Mr Patrick Dippell at p.dippell@amsterdam.nl.

4 Questions for the market

The municipality of Amsterdam is exploring the market's capabilities to supply Sign Carriers for Low Emission Zone Signs. To ensure our tender request is in line with what the market can deliver, the municipality would like to receive more information on the technical capabilities and possible guarantees for the supply of Sign Carriers. Please note that the municipality is also open to the views, suggestions and ideas of market parties.

To this end, the municipality has prepared the following questions.

4.1 Consultation questions

Appendix 2 contains the reaction form for the Supply of Low Emission Zone Sign Carriers Amsterdam. You can use the space provided on that form to answer the questions below. The questions relate to the following aspects:

1. Estimated time and effort required from tendering parties and contracting authority;
2. Alignment of tender request with what the market can deliver;
3. Control of procurement risks;
4. Assessment of competition and price pressure.

1	Estimated time and effort required from tendering parties and contracting authority
No.	Question
1)	Is the proposed timetable (see section 1.5) for the tender procedure and project implementation feasible?
2)	How much time do you expect to need to supply the Sign Carriers from the date of the contract award?
3)	Please give the timetable in outline, indicating each step and the length of time required for each step?

2	Alignment of tender request with what the market can deliver
No.	Question
4)	Is the project feasible and are the preconditions realistic? If not, which preconditions are/are not realistic?
5)	Does the project description contain any requirements/conditions that prevent you from submitting a tender? If so, which ones?
6)	Does the project description contain any requirements/conditions which, in your eyes, increase the costs disproportionately and needlessly? If so, which ones?
7)	Which Fastening Structure do you prefer for attaching the Sign Carriers to the Supporting Structure? Why?
8)	What requirements must the Supporting Structure meet to permit the use of your preferred Fastening Structure?
9)	What is your preferred logistical solution for the transportation of the products to a storage location in the Netherlands? For instance, a single delivery or several partial deliveries? What mode/means of transport should be used for this purpose and how long will the transportation take?
10)	How much storage space (volume and surface area) do you need to store the supplied Sign Carriers?
11)	What are your requirements regarding the storage location in connection with the warranty to be provided for the signs?
12)	What are your requirements regarding the mounting of the Sign Carriers onto the Supporting Structure and what are your requirements regarding their placement?

13)	Suppose that the municipality wants to allow the Supplier to take care of the fastening of the Sign Carriers to the Supporting Structure, what must the Municipality of Amsterdam take into account?
14)	What potential sustainability issues do you see? What are the consequences in terms of price, production time, warranty and/or design?

3	Control of procurement risks
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No.	Question
15)	Can you meet the requirements set out in section 2.3 and Appendix 1? If not, which ones are you able/unable to meet?
16)	What conditions do you set as the supplier of the Sign Carriers regarding the handover to the installer of the LEZ Signs in order to guarantee the 10-year warranty period?
17)	What risks must the client take into account regarding this project? And what risks can you as the supplier control?
18)	What sustainability certificates do you possess?

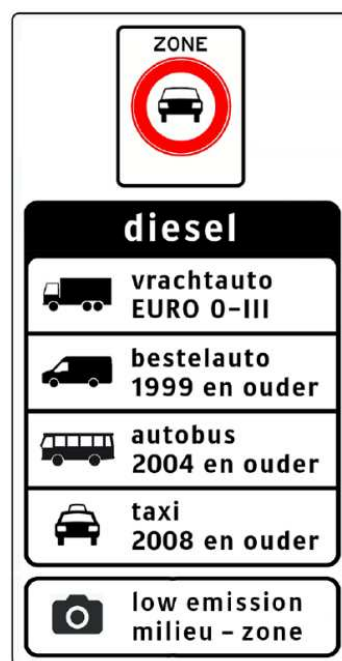
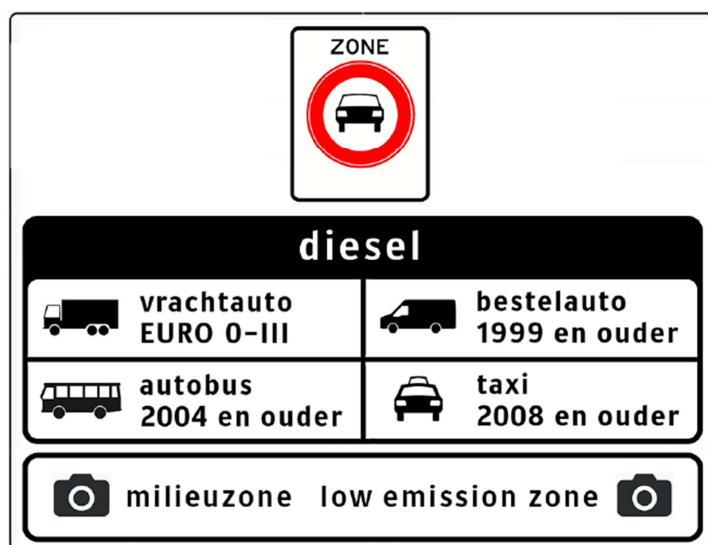
4	Assessment of competition and price pressure
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No.	Question
19)	What is your reason for taking part in this market consultation?
20)	Are you interested in taking on this project? Are you able to submit a tender? Are you planning to submit a tender for this project?
21)	Can you give an indication of the purchase price for the Sign Carriers as described in 2.3? If so, what is your indication?
22)	Can you give an indication of the transportation costs? If so, what is your indication?
23)	In what way can you offer a distinctive product compared to other suppliers / producers of Sign Carriers for this project?
24)	What potential opportunities and obstacles do you see for the implementation of the project for the supply of the Sign Carriers and why?
25)	Have you carried out a project in the past five years involving the production of Sign Carriers with a value of at least € 100,000?
26)	What additional comments or recommendations about this proposed tender would you like to make to the Municipality of Amsterdam?

Appendix 1

Factsheet

The Sign Face of the LEZ Sign has two basic designs:

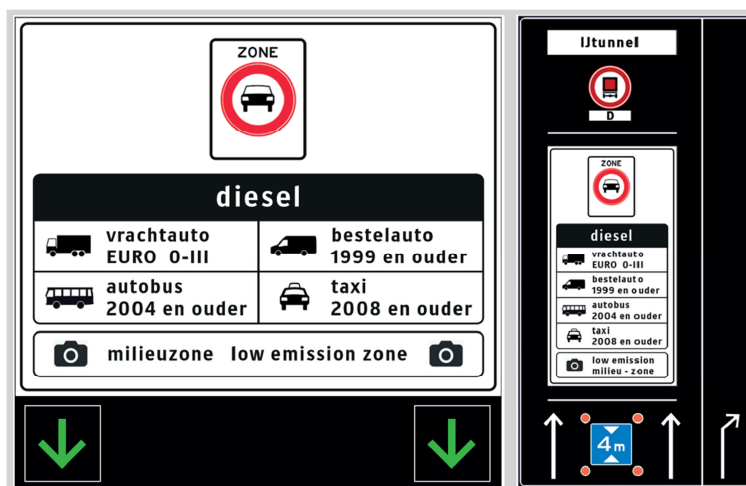


Specifications:

- Number of Sign Carriers about 100
- Basic format for Sign Carrier: 3.9 x 3.0 m (horizontal) 2.10 x 3.90 m (vertical).
- Largest format for Sign Carrier: 34 m², smallest format for Sign Carrier: 5m², total surface of Sign Carriers about 1300 m².
- Type of Supporting Structure:
 - Straight mast: 38
 - Cantilever: 21
 - Gantry: 4
 - Combined with streetlights/traffic lights: 37
- Sign Carrier Material: corrosion-free steel
- Sign Face Material : retro reflective sheeting (3M™ Diamond Grade™ DG3 reflective sheeting or similar)
- Sign Carrier Design: double flanged rim all round (see illustration below)



- Fastening Structure: To be determined
- Number of Sign Carriers with electronic traffic signs / combined with electronic sign gantry: two (see below)



Glossary of terms used

For the purposes of the market consultation, the following terms have the following meanings:

- **Sign Carrier** = a composite made of steel lamellar plates or steel sheets with double flanged rim all round, to which the Sign Face has been attached which can be easily and separately replaced and/or expanded.
- **Sign elements** = parts of the information on the Sign Face such as letters, symbols, arrows and sections.
- **Sign Face** = retro reflective sheeting attached to the front of a carrier on which information is displayed.
- **Fastening structure** = part or parts of the LEZ Sign that make it possible to attach the carrier to the Supporting Structure.
- **Low Emission Zone Sign** = a composite consisting of carrier, Sign Face and Fastening Structure of both the zone boundary sign and the advance warning sign.
- **Low Emission Zone Signage Object** = The totality consisting of the LEZ Sign, Supporting Structure and Foundation.
- **Sign** = Low Emission Zone Sign.
- **Sign drawing** = drawing with the design of the Sign Face.
- **Carrier** = material to which the Sign Face is attached.
- **Foundation** = (underground) component that anchors the Supporting Structure in, to or on the ground.
- **Supporting Structure** = component that supports the Low Emission Zone Sign.
- **Gantry** = an overhead supporting structure across one or more traffic lanes, to which Sign Carriers or traffic-related systems can be attached.
- **Technical lifetime** = the total time during which a Low Emission Zone Signage Object or a part thereof can technically function before it must be replaced.
- **Cantilever** = is the horizontal connection between the vertical part of the Supporting Structure and the street light fitting, traffic light or LEZ Sign Carrier that serves to place the street light fitting, traffic light or LEZ Sign Carrier at a distance from the vertical part of the Supporting Structure.
- **Advance Warning Sign** = Low Emission Zone Signage Object that is placed at a certain distance from the Low Emission Zone boundary to give road users an opportunity to stay out of the LEZ. The advance warning sign has an informative purpose.

Appendix 2

Market consultation reaction form for Supply of Low Emission Zone Sign Carriers

1 Estimated time and effort required from tendering parties and contracting authority	
No.	Question
1)	Is the proposed timetable (see section 1.5) for the tender procedure and project implementation feasible?
2)	How much time do you expect to need to supply the Sign Carriers from the date of the contract award?
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