

Attachment(s):

- Request for Quotes
- SDG cover letter, timeline, and price quote

Summary Statement: The City received a Legislative grant of \$45,000.00 to undertake a wayfinding project in June, 2012. This Legislative funding lapses on June 30, 2017. In 2015, the City issued an RFP for a combined Branding and Wayfinding project. Bids from five companies, three with Alaska offices and two from out of state, were received. All bids came in at substantially more than \$100,000.00 and were rejected as beyond the City's available funds. Early this summer, the three firms with Alaska offices who submitted proposals for the combined Branding and Wayfinding RFP were asked to provide a written quote solely for the wayfinding project. The three firms were Santec with offices in Wasilla and Anchorage, SDG with offices in Palmer, and Bettisworth North, with offices in Anchorage. The firms were advised that this was a request for a quote under PMC 3.21.220.

3.21.220 Open market procedure.

A. The purchasing officer may procure all budgeted supplies, services, professional services and construction having an estimated value of not more than \$50,000 on the open market without formal advertising or other formal bid procedures, but subject to the following.

B. For procurements under this section over \$5,000, whenever practicable, at least three informal bids or quotations shall be solicited and a record kept thereof. The solicitation may be either oral or written, and shall be in a form reasonably calculated to yield the lowest responsive bid by a responsible bidder. In addition, for any procurement under this section over \$15,000, the solicitation and acceptance must be in writing. As required by PMC 3.21.100, all contracts must be signed by the city manager or acting city manager.

C. Awards, where practicable, shall be made to the responsible bidder submitting the lowest responsive bid. The purchasing officer shall keep a record of all open market bids received and awards made thereon.

D. All contract awards under this section, and any amendments thereto, shall be subject to the applicable approval requirements of PMC 3.21.090 prior to execution.

3.21.090 Council approval of contracts.

A. No contract for supplies, services, professional services or construction whereby the city is obligated to pay more than \$15,000 may be executed unless the council has first approved a memorandum setting forth the essential terms of the contract. To the extent applicable for particular contracts, the following essential terms shall be set forth:

1. The identity of the selected contractor and all contractors contacted;
2. The contract price;
3. The nature and quantity of the performance that the city shall receive under the contract;
4. The using department; and
5. The time for performance under the contract.

Bettisworth North responded by email that they had done a similar project in Fairbanks for \$60,000.00, Santec chose not to submit a written quote, and SGD submitted a price of \$35,925.00 to complete the scope of work listed in the Request for Quote.

SDG has provided their timeline for completion of this project and anticipates completion within 18 weeks of the notice to proceed.

Administration Recommendation: Authorize Action Memorandum No. 16-064.

REQUEST FOR BIDS WAYFINDING SIGNAGE

The City of Palmer is seeking the services of a consultant with expertise in graphic design, signage and municipal wayfinding to provide professional services in the preparation of a unified family of directional and identification signage within, and leading into, the downtown area as well as gateway signage at major city in-roads. The purpose of the plan is to serve as a framework to implement an attractive signage system throughout the city that establishes universal design standards for city-wide wayfinding signage that is reflective of the city's identity.

SCOPE OF WORK

1. Information Gathering

- Conduct an assessment of current wayfinding signage. Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect new visitors to the area.
- The selected consultant will become familiar with Palmer's vehicular and pedestrian circulation routes, decision points and destination generators, and will develop initial design concepts for review and discussion in a working session with an appointed committee.

2. Develop Recommendation on Signage Types and Placement

- Recommend wayfinding signage types that should be added, replaced or consolidated (e.g., direction markers, street signs, gateway monuments, orientation kiosks, and boundary markers designating the city limits).
- The family of signs will initially encompass the following and will be capable of expansion to other signage and graphic needs for the city of Palmer:
 - Gateway signs for entrances into the City;
 - Directional and destination signs that include information directing visitors to landmarks, facilities, and services;
 - Pedestrian/bicycle trails signs;
- Basic design schematics will then be prepared, and presented with recommendations. The final plan should address the following aspects through text, renderings, photos and maps:
 - a. Sign types including sizes, shapes, colors, materials, poles and hardware.
 - b. Letter sizes, fonts, heights, spacing and style.
 - c. Develop a menu of signs and specifications. A variety of up to twenty signs is expected. Signs should be designed to be durable and long lasting and explore the possibility of using recycled and refurbished materials.
 - d. Develop installation locations by sign size and type while ensuring that all necessary compliance measures with local, state and federal codes are met.
- Using aerial imagery and/or GIS resources, create a map of recommended wayfinding signage locations.
- Work with the committee to develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g., landmarks, public facilities, retail and dining destinations).

3. Design Signage Elements

- Recommend universal design standards for wayfinding elements that are reflective of the city's identity and consistent in color, font, materials, architectural elements and graphics.
- Present three (3) preliminary sign design concepts.
- From the design concept chosen by the committee - submit final design drawings, including: exact dimensions, letter heights, and materials, color specifications and material performance standards, with written statements regarding rationale for design choices.

4. Meetings

The selected consultant will work with staff and the committee in the development of a plan. A minimum of two on site meetings with the committee will be required.

- An initial meeting with the committee to overview the project and gather information. A city tour will be included.
- A final meeting with the committee to present three design proposals and mapping.
- Consultant will be expected to meet with user groups during onsite visits.

5. Staff Responsibilities

The City commits to timely responses and a cooperative working relationship with the selected firm. Staff will be responsible for the following:

- Provide maps and data as needed
- Set up meeting times and locations for the committee
- Provide printed materials and copies for meetings as needed.

6. Deliverables

- A summary of research and findings which led to the final recommendations of the plan.
- An electronic copy of the final plan which includes specifics of each sign design including: colors, sizes and fonts.
- A detailed location map including position and type of sign at each location.
- A recommended phased plan for implementation.

7. Quote

1. Lump sum total cost estimate for the Scope of Work“(items 1-6)

Bids shall be sent, mailed or delivered to:

Mail:

Sandra Garley
City of Palmer
ATT: WAYFINDING SIGNAGE QUOTE
231 W. Evergreen Avenue
Palmer, Alaska 99645

Ms. Sandra Garley; Director, Department of Community Development
City of Palmer
231 W Evergreen Avenue
Palmer, AK 99645

ATTN: WAYFINDING SIGNAGE BID

Dear Ms. Garley and the Selection Committee;

It is with much enthusiasm that Sustainable Design Group, LLC (SDG) submits our proposal to assist the City of Palmer with their effort to create a Wayfinding Plan for the Palmer community. As a woman-owned small business based in Palmer, our team has close ties to this community. Our office location within the Annex has hosted community events and continues to provide collaborative workspace for individuals, businesses, and civic groups. Three of our four employees live here in Palmer, including one who walks to work every day as his primary transportation.

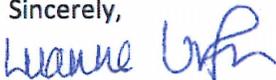
SDG's familiarity with the local Palmer community—it's history, landmarks, street layout, major thoroughfares, gateways, trails and recreation, and Palmer's growing retail district—means we are knowledgeable about our community. We understand and are part of the unique identity of Palmer. As your local partner, SDG will bring wayfinding expertise with extensive experience in establishing a visual identity through graphic design. Our familiarity with designing gateways, kiosks and signs, trails and recreation facilities, brochures, lighting, and other documents will assure Palmer high quality, professional deliverables.

Palmer's active business community, agricultural heritage, unique history and culture, and dependence on tourism are a large part of what defines Palmer. Palmer is emerging as a local arts center, attracting businesses and patrons interested in joining the movement. Year round recreational opportunities place Palmer firmly at the center of water, mountain, and trail sports. Palmer's proximity to the Alaska State Fair and community events comprise a significant part of creating Palmer's identity and sense of place. Developing an efficient and inviting wayfinding system will guide people through our city, enhance their understanding of our community, and encourage people to enjoy all that Palmer has to offer.

SDG's experience working with the Alaska DOT&PF ensures that our signage designs will be compatible with DOT&PF requirements. We are highly experienced with ordinance and zoning code interpretation, working on multidiscipline teams, and meeting environmental and permit requirements. In addition, our team's approach will include an open dialog with the public to allow for unique and creative solutions specific to Palmer rather than applying a "one-size-fits-all" process. Blended with our familiarity with the Palmer community, SDG will deliver high quality wayfinding products that respond directly to Palmer's vision.

As the Principal representing SDG, my signature authorizes the contents of this proposal and ensures our insurance and licenses are up to date. SDG will quickly meet the requirements negotiated through the contract to keep this project on schedule and within budget. As SDG's Contract and Project Manager, I will be the sole point of contact in regard to contractual matters. Should you require additional information, or wish to discuss any aspects of our proposal package, please do not hesitate to contact me.

Sincerely,



Luanne Urfer PLA ASLA
Principal, Sustainable Design Group

[Sustainable Design Group](#)

247 S. Alaska Street
Palmer, Alaska 99645
907 745 3500

6 PROJECT SCHEDULE AND DELIVERABLES



7 LUMP SUM COST ESTIMATE (RFP SOW ITEMS 1-6)

SDG can provide the services covered in this proposal for \$35,925.