



City Council Report

City Council Meeting: September 12, 2017
Agenda Item: 3.H

To: Mayor and City Council
From: David Martin, Director, Transportation Planning
Subject: Professional Services Agreement Modification for Graphic Design Services with Selbert Perkins Design for Wayfinding Project

Recommended Action

Staff recommends that the City Council authorize the City Manager to negotiate and execute a second modification to agreement #10239 in the amount of \$49,990 with Selbert Perkins Design, a California-based company, for graphic design services of Downtown Parking Wayfinding Signage, Citywide First-Last Mile Signage, and Citywide Signage and Wayfinding Guidelines. This will result in a seven year amended contract/agreement with a new total amount not to exceed \$229,890.

Executive Summary

This report recommends an extension of the contract with Selbert Perkins Design to continue providing technical expertise in signage and wayfinding, graphic design services and implementation documents. Selbert Perkins Design has been producing work to implement the City's Downtown parking real-time availability signage and circulation wayfinding and the Expo first-last mile ped/bike wayfinding. The extension will also allow Selbert Perkins Design to prepare Citywide Signage and Wayfinding Guidelines. Selbert Perkins Design will also provide design consultation to City staff on a time and materials basis as needed to address project modifications due to field conditions while the signage efforts are being constructed. The contract modification would increase the amount not to exceed \$49,990, for a total amount not to exceed \$229,890.

Background

In 2014, City staff sought a graphic design consultant to create a unified system of wayfinding signage for all travel modes (bicycle, automobile, pedestrian, and transit) for implementation in the vicinity of the three new Metro Expo Line stations and throughout

Downtown Santa Monica. The graphic design firm of Selbert Perkins Design was selected following a competitive Request for Proposal (RFP) process because of the firm's wide range of experience with public agencies, qualified and experienced team members, and thoughtful creative approach. Staff executed professional services agreement No. 2946 on October 28, 2014 in the amount of \$79,900 for the wayfinding signage framework and concept design. A first modification to the professional services agreement in the amount of \$100,000 was approved on January 26, 2016 to extend the term of the contract to June 30, 2021 and to allow the firm to provide graphic design services to develop the final design and documentation necessary for fabrication and installation of the wayfinding signage. January 26, 2016 Staff Report ([web link](#))

Discussion

The contract modification would allow Selbert Perkins Design to continue to provide the technical expertise in signage and wayfinding and graphic design services necessary to complete the final phases of the City's Downtown Parking and Expo First-Last Mile Wayfinding Project and to develop a Guidelines document that will include sign standards and artwork for City wayfinding signs.

Under the current contract scope, Selbert Perkins Design developed the concept design for a framework of signs to provide direction and information to motorists seeking Downtown parking and to pedestrians and bicyclists oriented toward Expo first-last mile wayfinding. First-last mile wayfinding assists people making connections using rail, bus, bike and walking transportation, encouraging more people to use sustainable and active transportation options and reducing pressure on the vehicle network. This design concept has been developed with public input, including from the Business Improvement Districts leadership, Downtown Santa Monica (DTSM) and other Downtown stakeholders, and via questionnaires completed by attendees at a National Night Out event. A committee of stakeholders comprised of City staff and DTSM has provided input and direction on the refinement of the design concept and continues to provide input on the final design.

To date, Selbert Perkins Design has provided high quality work and has been

expeditious in responding to input from the City's Wayfinding Team, including preparation of multiple and significant revisions to the plans.

The first phase of the project has been completed with the recent fabrication and installation of 112 static parking guidance signs. The documentation necessary for construction and installation of the dynamic signs with real-time parking information has been substantially completed, and Selbert Perkins Design is currently producing an additional round of revisions requested by City staff. Meanwhile, City staff and key stakeholders have identified the need for Selbert Perkins Design to make refinements to the map element for the Expo first-last mile ped/bike wayfinding signs.

The second modification to the agreement would allow Selbert Perkins Design to:

- Make the requested modifications to finalize the design and documentation necessary for construction of the dynamic signs with real-time parking information;
- Facilitate additional stakeholder input and to facilitate refinements to the map element and messaging for key destinations, and identify optimum sign locations;
- Provide design consultation to City staff on a time and materials basis during the construction process to address potential project modifications due to field conditions; and
- Produce a Guideline document that will incorporate all sign standards and drawings for wayfinding signs used in the City. This will facilitate implementation of wayfinding signage as part of future projects.

Additionally, the continuity of the design team will facilitate the expedient preparation of drawings and documentation necessary to implement the project within the schedule(s) established by the funding agency(s). The fabrication and installation of this wayfinding signage is funded primarily through the 2013 Metro Call for Projects award for the "Multi-Modal Wayfinding: Congestion Reduction/Station Access" project.

Vendor/Consultant Selection

The firm, Selbert Perkins Design, was chosen through an RFP process in 2014. The RFP was released on May 24, 2014; four firms submitted proposals. Selbert Perkins Design was selected to provide graphic design services because of its wide range of experience with public agencies, qualified and experienced team members, and thoughtful creative approach to the wayfinding project. The completed design for the framework of wayfinding signage reflects the firm's expertise and creativity.

Financial Impacts and Budget Actions

This agreement modification to be awarded to Selbert Perkins Design is \$49,990 for an amended agreement total not to exceed \$229,890. Funds are available in the FY2017-18 Capital Improvement Program budget in account C010994.589000.

Prepared By: Laura Beck, Senior Planner

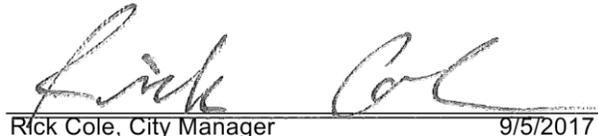
Approved

Forwarded to Council



David Martin, Director

8/31/2017



Rick Cole, City Manager

9/5/2017

Attachments:

- A. Selbert Perkins Oaks 2017
- B. January 26, 2016 Staff Reort (web link)