

CITY OF Commerce

Citywide Wayfinding Program
Public Works Project No. 2016-25

September 29, 2016



GRAPHIC SOLUTIONS

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Cover Letter



Cover Letter

September 28, 2016

City of Commerce
Attn: Maryam Babaki, P.E., Director of Public Works and
Development Services
2535 Commerce Way
Commerce, CA 90040

Re: Citywide Wayfinding Design Services RFQ, Public Works Project No. 2016-25

We are pleased to present our proposal and qualifications for this exciting project.

With nearly forty years' experience, working with scores of cities throughout the Southwest, Graphic Solutions is uniquely qualified to assist in developing an appropriate **Brand image** for the City, and a **wayfinding signage program** not only applicable to the City's requirements, but through a process which will be inclusive, transparent, stimulating and satisfying – for the participants and for the City.

From our clients' testimony, we know that one of the best public investments for creating identity is public signage, and that a well-crafted wayfinding program will expedite vehicular circulation, direct drivers to parking, reduce trips, encourage bicycle travel and create a pleasant pedestrian experience – for residents and visitors alike. In addition, we have gathered substantial evidence that **Functional Wayfinding** contributes to a community's **Economic Development** and **Sustainability** goals.

Our approach has been of special value to the communities we have worked with: balancing aesthetic considerations and creativity with pragmatism (please see accompanying examples). In the end, we intend to deliver a program which is **flexible, sustainable and implementable**.

Graphic Solutions is willing and able to sign the City's consultant agreement without alteration of the standard indemnification alterations. Furthermore, our firm acknowledges the receipt of the RFQ and Addendum No. 1 for this project.

The undersigned is authorized to contractually obligate the firm, to negotiate the contract on behalf of the firm, and is to be contacted for clarification, as required.

Thank you for the opportunity,



Simon Andrews, Principal
Graphic Solutions
2952 Main Street
San Diego, CA 92113
(619) 239-1336
simon@graphicsolutions.com

Project Approach



Project Approach

Working with public agencies during our 40+ years, we have developed efficient systems for delivering unique and effective solutions for wayfinding programs.

Our process includes:

- Visioning and Spatial Organization: initial field work where impressions of clarity or lack of clarity are noted and opportunities for gateways are identified.
- Planning and Research, site surveys, and documentation of existing signs, gateways, districts and neighborhoods, decision points, circulation analyses, and establishing hierarchies for appropriate destinations and attractions. Prepare a GIS map of all major destinations found within the City of Commerce. From each of these major destinations, create a walktime analysis to determine the typical on half mile/15-minute walking distance. Provide a map showing existing and proposed bikeway systems. Provide a map showing available ADTs and street classifications for streets in the City of Commerce.
- Development of Brand expression appropriate to City of Commerce: we discover and graphically communicate those elements unique to the personality and aspirations of the City of Commerce.
- Consensus-building through stakeholder interviews, input from Beautification Committee, preference surveys, photo simulations, visualizations, public meetings and on-line surveys, as appropriate.
- Design process which includes articulating a Design Brief or “Basis of Design”, which takes into consideration a variety of applications, reinforcing the City’s brand throughout a comprehensive, coordinated program: from primary arrival gateways, secondary gateways, wayfinding signage for vehicles, parking directional and facility identification, and wayfinding for cyclists and pedestrians – to enhance Economic Development strategies, connectivity and encourage walkability. During this phase we will propose options for site design elements for gateway signage, including lighting and landscape treatments, develop and prioritize the list of destinations and attractions for inclusion on wayfinding signs, and prepare schematic sign location plans and message schedules.
- During Design Concept and Development – a variety of initial concepts will be explored and presented to Stakeholder groups, through public meetings, and with staff. MUTCD guidelines will be considered, as well as implementability and preliminary cost estimates. Ultimately, a presentation of recommended alternatives will be prepared for City Council consideration and selection of preferred alternative.
- Standard Drawings and Bid Documents will be prepared, based on Council design preference. A full-size mockup of a vehicular wayfinding sign will be prepared and provided for City review to validate readability and scale in the environment. Standard

Project Approach

Drawings, Plans and Specifications, and updated cost estimates will then be finalized and presented to Council for final approval and adoption. Standard drawings will include dimensions, letter heights, formatting templates, materials and color specifications, mounting recommendations (including recommendations for removal, replacement, relocation and/or consolidation and re-use of existing poles, hardware, etc.), performance standards, future modification methods and solutions for accommodating temporary event displays – along with our Basis of Design for solutions.

- As optional, additional services we offer:
 - GIS/Locational data coordination and links to the City's GIS database
 - Design of landscape elements and related improvements associated with gateways
 - Contractor Selection and Construction Administration (critical for low-bid public projects)

Qualifications of the Company



Company Profile

GRAPHIC SOLUTIONS, LTD.

2952 Main Street
San Diego, CA 92113
P: (619) 239-1336
F: (619) 235-6018

www.graphicsolutions.com

Firm Size

9

Personnel by Discipline

2 Principals
1 Project Manager
4 Designers
2 Administrative

Principals of the Firm

Ruben Andrews,
President

Simon Andrews,
Principal,
Secretary of the Corporation

Graphic Solutions is a versatile full-service graphic design firm, established in 1970, specializing in sign planning and design, branding and preparation of construction and bid documents.

As branding strategists, we have developed efficient and successful techniques for building consensus among diverse stakeholder interests to create brands and design solutions which are unique, recognizable and authentic.

Recognized as a pioneer and innovator in the field of sign-planning, Graphic Solutions has created comprehensive sign programs for a diverse mix of private developers as well as public agencies, including more than seventy cities and downtowns throughout the Southwest.

Graphic Solutions often works as part of a design team, providing imaging, developing names and creating an identity to reflect the project's goals for public information and economic development. Graphic Solutions will then design relevant applications for print and digital media and create an aesthetic, functional and sustainable sign plan.



Qualifications of Key Personnel



Graphic Solutions Team

SIMON ANDREWS

Principal
Graphic Solutions

40+ Years of Experience

Education

Bachelor Degree, Psychology,
San Francisco State University

Affiliations

American Institute of Graphic Arts
The Society for Experiential
Graphic Design

The American Society of
Landscape Architects (Affiliate)
and member National ASLA
Parks and Recreation Open
Committee

La Jolla Community Planning
Association (past President)

East Village Association,
downtown San Diego (past
President)

California Main Street Alliance
(Sponsor)

Presentations

California Redevelopment Assn.

California Main Street Assn.

Associated General Contractors
of San Diego

New School of Architecture

Institute of Business Designers

International Downtown Assn.

California Association of Public
Information Officials

Society for Marketing
Professional Services

Simon Andrews has been a principal with Graphic Solutions since 1976, serving as Director of Marketing and Secretary of the Corporation. Simon's responsibilities include problem-solving, design concepting, sign planning, and organizing and conducting stakeholder meetings and public workshops for developing consensus. He has directed numerous award-winning projects, and serves as principal-in-charge of most public agency projects.

Simon and his firm have developed strategies for discovering those visual elements which are unique to a community, then interpreting them graphically so they communicate an appropriate identity and serve as an effective brand for that community.

In addition, Simon has participated as a partner in private development teams, gaining first hand redevelopment experience and garnering "Downtown Improvement Awards" for both commercial and residential projects.

Relevant Project Experience

- National City, CA – 8th Avenue Corridor Banner Program
- Bell Gardens, CA – Branding, Wayfinding Signage
- Chula Vista, CA – Third Avenue Downtown Branding and Comprehensive Sign Program
- El Monte, CA – Branding, Comprehensive Wayfinding and Signage Program
- La Mesa, CA – Citywide Branding and Comprehensive Sign Program, Municipal Consensus Building
- Morgan Hill, CA – Comprehensive Citywide and Facility Identification Sign Program, Comprehensive Downtown Signage Program
- Pinole, CA – Downtown Branding & Signage Program
- Tehachapi, CA – Downtown Branding and Comprehensive Signage Program
- Moreno Valley, CA – Sunnymead Boulevard District Sign Program
- San Diego, CA – Old Town District Branding and Comprehensive Sign Program
- Coronado, CA – Comprehensive Multi-Modal Sign Program, Gateway Signage, Community and Municipal Consensus Building
- El Cajon, CA – Downtown Branding and Gateway Signage, Street Banner Program
- Escondido, CA – Maple Street Plaza Branding, Gateway Signage and Wayfinding Program
- Half Moon Bay, CA – City Entry and Wayfinding Signage Program, including City and Caltrans compliant signage
- Huntington Beach, CA – Branding, City Entry Signage, Downtown Sign Program
- Torrance, CA – Branding for Entry Monuments, Wayfinding Signage Program
- San Clemente, CA – Branding, Sign Program, Entry Monument and Wayfinding Signage

Graphic Solutions Team

FRANK MANDO

Design Manager
Graphic Solutions

37 Years of Experience

Education

Ivy School of Professional Art,
Pittsburgh, Pennsylvania

A leader in the Design Department, Frank Mando's responsibilities include planning, scheduling, quality control, art direction and graphic design. He directs the design staff in design development and construction documents.

As a key member of the Graphic Solutions design team, Frank provides creativity and guidance in developing unique, effective branding and sign programs for all of the projects at Graphic Solutions.

Prior to joining Graphic Solutions, Frank honed his skills in design and production of printed materials for agencies and design firms in San Diego, Los Angeles and Pittsburgh. He has received awards and recognition as a print and sign designer in numerous local and national competitions. In addition, Frank is recognized as a prominent public artist and sculptor.

Related Civic Project Experience

- Chula Vista, CA – Third Avenue Downtown Branding and Comprehensive Sign Program
- El Monte, CA – Branding, Comprehensive Wayfinding and Signage Program
- San Diego, CA – Old Town District Branding and Comprehensive Sign Program
- National City, CA – 8th Avenue Corridor Banner Program
- Bell Gardens, CA – Branding, Wayfinding Signage
- La Mesa, CA – Citywide Branding and Comprehensive Sign Program, Municipal Consensus Building
- Tehachapi, CA – Downtown Branding and Comprehensive Signage Program
- Morgan Hill, CA – Comprehensive Citywide and Facility Identification Sign Program, Comprehensive Downtown Signage Program
- Pinole, CA – Downtown Branding & Signage Program
- Moreno Valley, CA – Sunnymead Boulevard District Sign Program
- Coronado, CA – Comprehensive Multi-Modal Sign Program, Gateway Signage, Community and Municipal Consensus Building
- San Clemente, CA – Branding, Sign Program, Entry Monument and Wayfinding Signage
- Escondido, CA – Maple Street Plaza Branding, Gateway Signage and Wayfinding Program
- El Cajon, CA – Downtown Branding and Gateway Signage, Street Banner Program
- Half Moon Bay, CA – City Entry and Wayfinding Signage Program, including City and Caltrans compliant signage
- Huntington Beach, CA – Branding, City Entry Signage, Downtown Sign Program
- Torrance, CA – Branding for Entry Monuments, Wayfinding Signage Program

Graphic Solutions Team

BRANDY ORNER

Project Coordinator
Graphic Solutions

22 Years of Experience

Brandy Orner has worked in project management since 1994 and her wide range of project management experience includes commercial tenant improvement coordination, municipal construction and facilities management, as well as residential renovation and new construction.

Brandy's primary responsibilities include, but are not limited to, coordination and overall development of an entire project – from concept design to construction documents, fabrication to construction administration and closeout documents. Additional responsibilities include drafting comprehensive sign programs and signage guidelines for master planned districts (both public and private), budgetary estimates, procurement of subcontractors and material sourcing.

As Project Coordinator, Brandy assures that communications with our clients and other consultants remains open, clear and timely. Her talents and strong communication skills help ensure our clients' satisfaction with the day-to-day progress of their projects.

Related Civic Project Experience

- Taft, CA – Citywide Sign Program and Wayfinding
- Vista, CA – Downtown Wayfinding and Comprehensive Sign Program
- Dinuba, CA – Comprehensive Citywide Sign Program
- Livingston, CA – Branding and Logo Design
- Signal Hill, CA – Park Regulatory Sign Program
- Plaza La Quinta, La Quinta, CA – Comprehensive Retail Sign Program
- Skypark Medical and Office Center, Torrance, CA – Comprehensive Sign Plan
- Hemet Valley Mall, Hemet, CA – Comprehensive Tenant Criteria and Construction Administration
- Ferndale School District, Ferndale, WA – Construction Project Management-Cascadia Elementary School, a new 60,000 sq. ft. \$13.8M project
- Lopez School District, Lopez Island, WA – Construction Project Management-Lopez Island schools HVAC upgrade project
- Benchmark Group, Langley British Columbia – Tenant Improvement Liason-Benchmark Business Center, Willowbrook Business Center I and II, Benchmark Plaza, Golden Ears Business Center, Benchmark West, Langley Town Center, Walnut Grove Commerce Center and Langley Business Center

Graphic Solutions Team

CHRIS MCCAMPBELL

Project Manager
Designer

13 Years of Experience

Education

Bachelor Degree, Graphic Design, San Diego State University
Master of Fine Arts, Graphic Design, Maryland Institute College of Art

Affiliations

The Society for Experiential Graphic Design (San Diego Chapter Chair)
American Institute of Graphic Arts

Chris McCampbell's diverse 13-year experience in graphic design inspires his interdisciplinary and holistic approach as project manager and designer of environmental graphics, wayfinding programs, and branded systems for public projects. He has also produced exhibits, branding materials, books, and web sites for small businesses and non-profits. As an author, Chris has contributed to publications on topics regarding graphic design thinking and processes. Chris received his BA in Graphic Design from San Diego State University and his MFA in Graphic Design at the Maryland Institute College of Art. He currently teaches classes on Environmental Graphic Design at San Diego State University.

As a leader, a teacher, and a collaborative designer, Chris has won several awards and exhibited work in public exhibitions. His love of art, architecture, and urban design fuels his passion for merging graphic and environmental design to create engaging public experiences. Chris is currently the San Diego Chapter Chair of the Society for Experiential Graphic Design (SEGD) and a long-time member of AIGA.

Related Project Experience

- National City, CA – 8th Avenue Corridor Banner Program
- Cathedral City, CA – Comprehensive City-Wide Sign Program
- Costa Mesa, CA – Comprehensive Wayfinding Signage Program
- Hillcrest, San Diego, CA – Uptown Wayfinding Sign Program
- Lodi, CA – Branding, Comprehensive Wayfinding Sign Program
- North Park, San Diego, CA – District and Parking Wayfinding Program
- Dinuba, CA – Comprehensive Citywide Sign Program
- Southwestern Community College, Chula Vista, CA – District Signage Guidelines
- San Diego Cruise Terminal – Comprehensive Sign Program and Signage Guidelines
- Pasadena, CA – Public Health Building Sign Program
- Skypark Medical and Office Center, Torrance, CA – Comprehensive Sign Plan
- SUNY Oswego Wayfinding and Campus Signage Program
- Georgetown University Regents Hall Donor Recognition and Room Signage Program
- Sentara Hospitals Wayfinding and Room Signage Renovation
- "Baltimore: Open City" Exhibition Branding and Exhibit Design

KTU+A Key Personnel | Mike Singleton | Principal Landscape Architect

Mike Singleton is the principal of KTU+A's planning team. He is a frequent presenter at the local, regional, and state level on the interface between walkability, smart growth and urban forestry issues. Mike has a clear understanding of the many elements required to actually achieve a "complete" project. These include economic feasibility, development standards, site efficiencies, placemaking, multi-modal options, contextual design, safety through environmental design, and aesthetics. Mike has successfully written and managed a number of grants, including applications through Caltrans, SANDAG and SCAG, primarily focused on active transportation, smart growth and healthy communities.

Mike has successfully served as a workshop/project facilitator for a wide variety of project types, including community redevelopment, natural resource management plans, and trail and interpretive plans. He works in close coordination with community groups, citizen advisory committees, task forces, city agencies and other public groups to identify project goals and community concerns, discuss project alternatives, and develop solutions to the benefit of the user, client and community.

City of National City 8th Street Corridor Smart Growth Project

Principal planner for this streetscape project that included road diets, angled parking, bulb-outs, pedestrian improvements and urban design. Phase 1 included the creation of a conceptual plan and a SANDAG smart growth application. Phase II included the refinement of the concepts, the vetting of the plan with the public, and the development of construction documents and construction budgets that resulted in a reconstructed and renovated downtown core for National City. Phase 3 included a downtown signage program with banners and directional signage as well as an over the roadway banner program.

City of San Diego Balboa Park Trail Maps

Principal landscape architect responsible for the preparation of trail maps for information kiosks in Balboa Park to help guide park visitors to the numerous trails in the park from several gateway locations. Coordinated with City of San Diego staff and Balboa Park organizations on the identification of the five gateway locations and connections between the various routes. Conducted field research and verified signage locations.

City of Dana Point Connectivity Study

Principal planner and mobility planner responsible for development of a connectivity plan for three areas physically separated by freeway ramps, multi-lane arterials, a rail corridor and a river, resulting in significant non-motorized mobility impediments. Project included development of roadway, intersection and connectivity improvement alternatives to benefit cyclists, pedestrians and drivers, including a wayfinding system. Project responsibilities included site design, and wayfinding system with graphic conceptual designs and locational recommendations.

MCAS Miramar Signage Master Plan and Construction Documentation, San Diego

Principal planner for a major re-branding effort as the Marine Corps assumed control of NAS Miramar. Involved preparing plans for replacing virtually every sign on base, including changing street names and building numbers, totaling approximately 40,000 signs. Designed new entry monuments and associated signage specific to each of three primary gates.

CCDC Downtown Wayfinding Signage System

Principal planner for the preparation of a comprehensive downtown wayfinding system, primarily for vehicular traffic. Responsible for the base map generation derived from SANDAG GIS data, and an analysis of traffic data, as well as the identification of major destination points, parking structures, street classifications, directions and opportunities for sub-area identification. Also provided input to the environmental graphic consultant on the preliminary design concepts for the signage program.



YEARS WITH KTU+A

- 28 years

EDUCATION

- B.S. Landscape Architecture, Cal Poly San Luis Obispo, 1981

REGISTRATION

- 2011, AICP Certified Transportation Planner
- 2009, LEED-AP
- 1984, California Landscape Architect, PLA 2386

AFFILIATIONS

- American Society of Landscape Architects
- American Planning Association
- Association of Pedestrian and Bicycle Professionals
- Circulate San Diego
- Citizens Coordinate for Century 3

HONORS + AWARDS

- 2015 City Heights Urban Greening, WTS San Diego, APA San Diego, APA California
- 2015 National City SMART Foundation, APA San Diego, APA California
- 2014 City Heights Urban Greening, ASLA San Diego
- 2014 Lemon Grove Main Street Promenade, ASLA San Diego

KTU+A Key Personnel | **Diana Smith** | GIS Technical Manager

Diana Smith provides GIS support and technical oversight to a variety of projects including transportation planning, landscape architecture and federal planning. Typical duties include data creation/editing, database management, spatial analysis and calculations, CAD data manipulation, mapping (paper and web) and support for field activities. She has extensive knowledge of ArcMap tools and extensions with advanced skills employing ModelBuilder to execute GIS analyses and automate workflows. Strong data management skills with field experience managing large-scale protocol surveys and desktop experience creating and managing both spatial and relational databases. Deep understanding of concepts and theories of geography, applications of GIS (vector and raster approaches) and statistical analysis (both spatial and non-spatial). Highly refined cartographic design and presentation skills. Exceptional written/verbal communication skills, interpersonal skills, and ability to work in a team setting.

City of Temecula Multi-Use Trails and Bikeways Master Plan

GIS Manager responsible for analysis and modeling for the update of the city-wide bicycle and trails master plan. Tasks include identifying potential Capital Improvement Projects and other facility improvements based on the City's input. The project process included evaluating existing facilities, employing GIS for mapping, suitability modeling, low stress network modeling, and ultimately updating the existing plan to conform to current conditions and best practices in facility design and programming. The plan includes a comprehensive signage program for active transportation facilities.

City of Chino Bicycle and Pedestrian Master Plan

GIS support for the update of the city-wide bicycle and pedestrian master plan. Tasks include performing city-wide Bicycle Boulevard potential modeling and Level of Traffic Stress modeling as well as development of report and community meeting graphics. Modeling process includes evaluating existing conditions, identifying key variables and analyzing results. Additional analyses included research and delineation of sidewalk route types in preparation of sidewalk treatment recommendations. Research analyzed the proximity of different functional classes to various land uses to identify trends and categorize existing routes used to build a sidewalk improvement recommendations appendix.

City of San Marcos Bicycle and Pedestrian Master Plan

GIS support for data gathering and analysis. Analysis included research and delineation of sidewalk route types in preparation of sidewalk treatment recommendations. Research analyzed the proximity of different functional classes to various land uses to identify trends and categorize existing routes. Results of the analysis were included as a sidewalk improvement recommendations appendix. Other duties include data cleaning and report figure creation.

County of Riverside Box Springs Mountain Trails Master Plan, Moreno Valley

GIS Manager for a comprehensive trails master plan for Box Springs Mountain Reserve, 2,329 acres of picturesque rocky peaks located between Riverside and Moreno Valley. Provided GIS support for recommendations for improving the Reserve's trail network and its regional connections. This project involved strong stakeholder input and focused on sustainability, maintainability and user experience, including mapping and signage. This plan supports future acquisition decisions for an improved open space recreational trail system and staging areas in and surrounding the Reserve.

City of Santa Ana Complete Streets Plan

Performed GIS analysis of bicycle and pedestrian level of traffic stress and collision assessment to create a more walkable, bikeable, vibrant and healthy environment in Santa Ana's Downtown. This plan connects a regional transportation hub to local destinations and does so using innovative bicycle and pedestrian facilities (e.g. cycle tracks, bicycle boulevards, enhanced pedestrian crossings, and lane and road lane diets).



YEARS WITH KTU+A

- 2 years

EDUCATION

- Masters of Science, GIScience, San Diego State University, 2010
- Bachelors of Arts, Geography, Clark University, 2008

REGISTRATION

- 2015 GISP

AFFILIATIONS

- San Diego Regional GIS Council

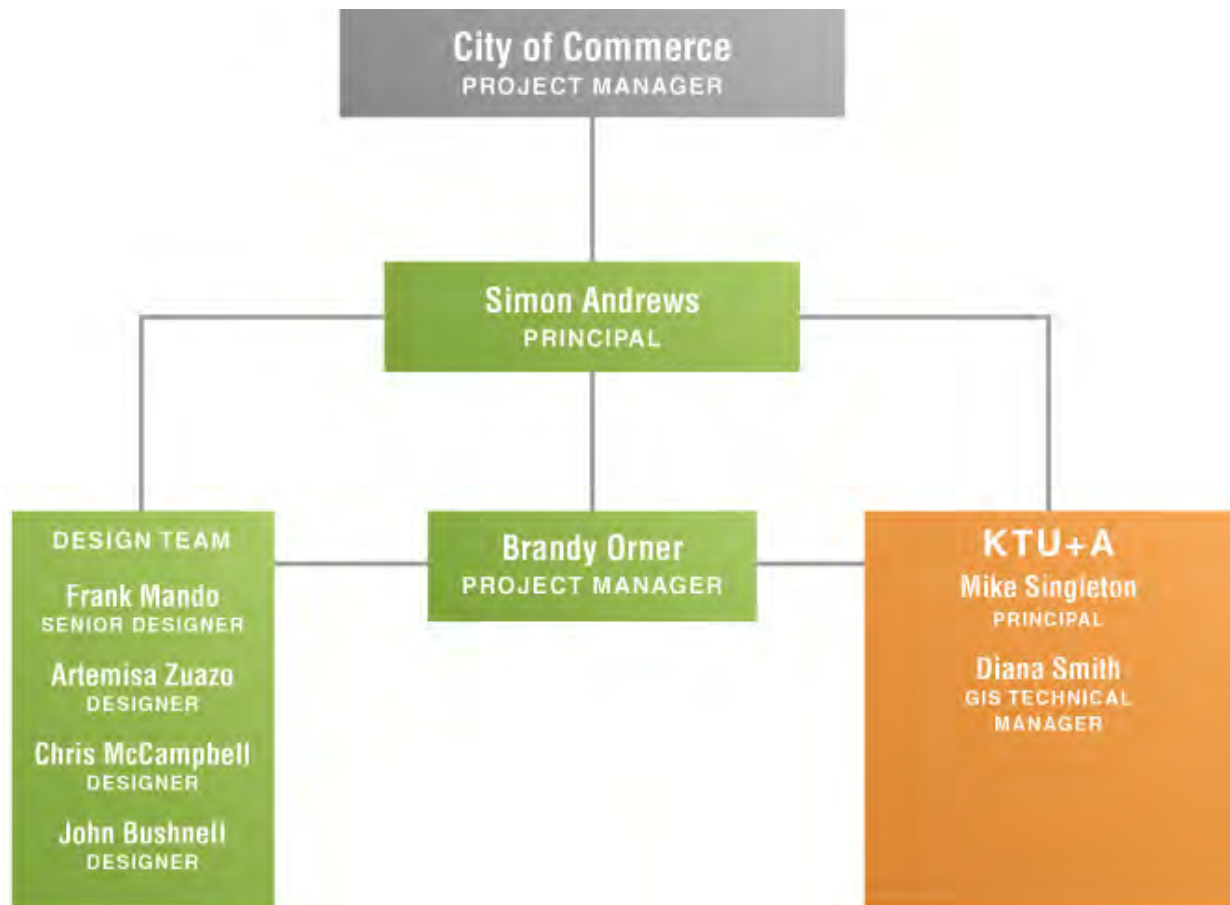
HONORS + AWARDS

- 2016, Box Springs Mountain Reserve Comprehensive Trails Master Plan, California Trails and Greenways Conference Award

Organizational Chart



Organizational Chart



Relevant Project Examples





To assist in the implementation of wayfinding signage and place-making banners for this new pedestrian-friendly corridor, Graphic Solutions worked in collaboration with KTU+A to provide design development, cost estimating and technical drawings for engineering review and fabrication.

Reference:

KTU+A
Mike Singleton, Principal
3916 Normal St.
San Diego, CA 92103
(619) 294-4477
mike@ktua.com



To help accelerate the momentum of this community's economic development progress, Graphic Solutions worked with staff and stakeholders to create an appropriate brand, and apply it comprehensively to print collateral and to city and district gateways, wayfinding and facility identification signage. Materials were selected for sustainability and long-term durability. Graphic Solutions' scope included City-Wide & District Specific Comprehensive Sign Program, Planning, Branding, Design, Consensus Building, Construction Specifications, Construction Administration, and Marketing Materials.

Reference:

City of Bell Gardens
7100 South Garfield Avenue, Bell Gardens, CA 90201
Ms. Carmen Morales
(562) 806-7723
cmorales@bellgardens.org

BellGard T_7069a



Reference:

Third Avenue Village Association
353 Third Avenue, Chula Vista, CA 91910
Luanne Hulsizer, Executive Director
(619) 422-1982
director@thirdavenuevillage.com

For this community's most prominent statement of intent to revitalize this important historic commercial district, Graphic Solutions designed the "Third Avenue Downtown" brand and classic overhead gateway sign, and accompanying wayfinding and directional signs, street furnishings, banners, and print materials – from preliminary design concepts, through stakeholder meetings to build consensus. Graphic Solutions incorporated sustainable technologies and durable materials, and provided construction documents for competitive bidding, realistic cost estimating, and construction administration to oversee successful completion.

"Sales tax revenues up.

- Vacancies down, rents up.*
 - Property Values up to \$20 - \$30 per sq. ft."*
- Jack Blakey, Former Executive Director,
Third Avenue Association.*

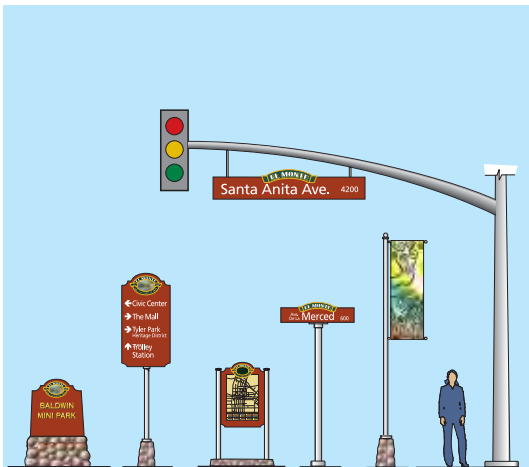
"Started Momentum for new development and facade improvements".

*- Javier del Valle, Commercial Development
Specialist, City of Chula Vista.*

ChuVistDowntown T_7039.1a



Graphic Solutions' designs for entry and directional signs complement streetscape and landscaping elements, and feature an updated brand for the city. Graphic Solutions' scope included Branding & Signage Program, Research, Planning, Logo Development, Design, Public Presentations, Working Drawings, Construction Specifications, and Construction Administration. (1998 to present)



Reference

City of El Monte
11333 Valley Boulevard
El Monte, CA 91731
Economic Development Director
(626) 580-2248

El Monte Fam T_7056



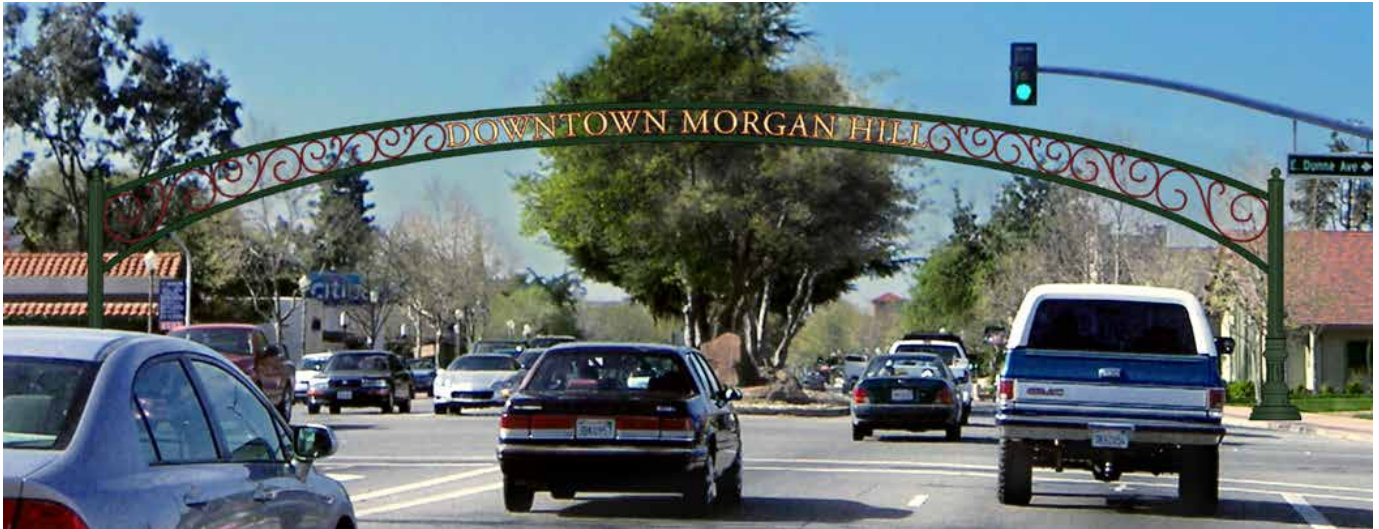
Graphic Solutions' scope included branding and applications for print and digital media, as well as comprehensive downtown "village" and city-wide sign program, planning, design, construction documents, realistic cost estimating, implementation planning, and construction administration. We were able to build consensus for the program through meetings with an appointed stakeholders group made up of staff, members of commissions and, importantly, local professional graphic designers whose input was valuable throughout the design process. To garner wider consensus from the community as a whole, the project was well publicized and members of the public encouraged to express their preferences for alternative designs using on-line survey techniques. (2005 to 2013)

"The implementation of the citywide sign program has been a great success. Thanks to everyone at Graphic Solutions for a great job."

- Dave Witt, City Manager

Reference

City of La Mesa
 8130 Allison Avenue
 La Mesa, CA 91941
 Yvonne Garrett, City Manager
 619-667-1311
citymgr@ci.la-mesa.ca.us



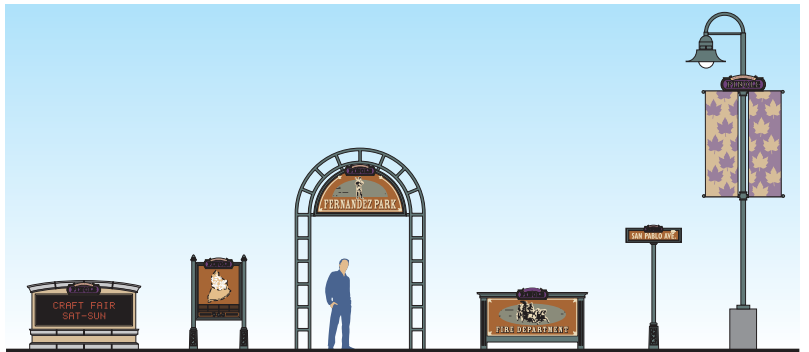
Residents of Morgan Hill are justly proud of their revitalizing downtown, with its variety of shops, dining options, theatre, busy new community center and commuter rail station – all complemented by a wayfinding sign program and proposed new gateway which reinforce the downtown’s historical character. Graphic Solutions’ scope included Branding, Design, Sign Planning, Consensus Building, Public Meetings, Construction Specifications, and Construction Administration. (2002 to 2009)

“Graphic Solutions’ involvement was instrumental in helping to guide our citizen’s advisory group, keeping them focused and helping them reach consensus”.

*- Joyce Maskell, Project Manager,
City of Morgan Hill.*

Reference:

City of Morgan Hill
17575 Peak Avenue
Morgan Hill, CA 95037
City Manager
(408) 310-4625
citymanager@morganhill.ca.gov



Reference

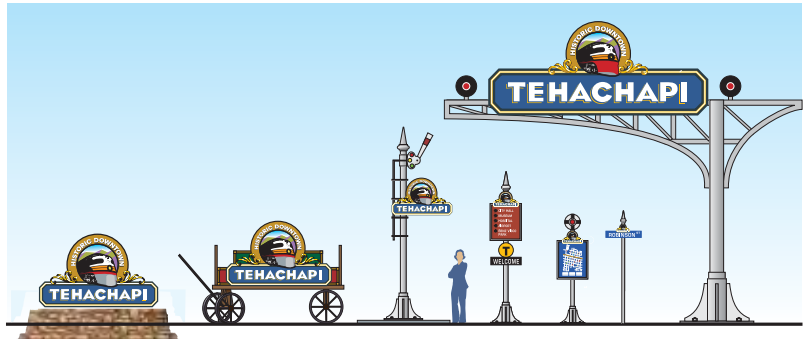
City of Pinole
2131 Pear Street
Pinole, CA 94564
Ms. Christine Maher
(510) 724 6901

To connect the charming shops, restaurants, and other downtown destinations of Pinole with the major north-south freeway, and to welcome and guide motorists as well as cyclists and pedestrians, Graphic Solutions created a family of signs with a distinctive color palette, traditional shapes and type treatments - to be rendered in durable, sustainable materials.

Following community input and consensus, we then developed construction documents and provided realistic cost estimates for implementation, and construction administration.

(1999 - 2006)

Pinole T_7006



The history of the nation's rail system defines this high desert community, so the branding and signage elements naturally incorporate railroad themes. Included are overhead gateways, monument entries, directionals, directory kiosks for locating both public and private destinations, street name signs, historic "Beekay Theatre" signage, and print collateral. The program garnered a "Crystal Eagle" Award from the California Downtown Association. Graphic Solutions services included research, branding, sign planning and design, stakeholder meetings for consensus building, construction documents, realistic cost estimating, implementation planning and construction administration. Signs are designed to withstand the harsh climatic conditions.

(2002 - present)

*"Enthusiastic community reaction;
vacancies down; created downtown as a
destination -- for locals as well as visitors"*
-Marcia Smith, Former City Planner

Reference

City of Tehachapi
115 South Robinson Street
Tehachapi, CA 93561
Mr. Gregg Garrett, City Manager
(661) 822-2200



Working in close coordination with city staff, Graphic Solutions provided creative design, construction documents and construction administration for Sunnymead Boulevard revitalization, including overhead gateway sign, monument signs, and banners. Graphic Solutions' scope included Sunnymead Boulevard District Sign Program: Branding; Planning, Design, Construction Specifications, Construction Administration (2007 to present)

"As a fullservice graphic design firm, Graphic Solutions offers a creative and innovative approach to working with their clients. The Graphic Solutions team used a 'hands on approach' in creating an exciting new graphics design package for Sunnymead Boulevard. Previously, I had the good fortune to use the services of Graphic Solutions while employed in other municipalities and every time I've been extremely pleased with their work."

-Robert Gutierrez, City Manager

Reference:

City of Moreno Valley
 14177 Frederick St.
 Moreno Valley, CA 92552
 Mr. Robert Gutierrez, City Manager
 (951) 413-3020
 bobg@moval.org



"The Birthplace of California," as it's known, attracts millions of visitors every year. Yet very few realize that they have arrived, or how to find their way to Old Town's historic sites, shops, restaurants, theater, hotels, and especially: parking. This vibrant and successful mixed-use district — including retail and office, hotel and residential uses — is a major gateway to the City of San Diego, at the intersection of two major freeways, served by the City's busiest multi-modal transit station. Graphic Solutions' comprehensive wayfinding program incorporates design elements from the Spanish colonial period — including plaster, wrought iron, ceramic tiles, and a brand evoking the district's fiesta atmosphere enjoyed by so many.



"Graphic Solutions, working with the Design Committee of the Old Town San Diego Chamber of Commerce, has exceeded in providing technical expertise in recommending designs, appropriate materials and solutions..."

— Richard Stegner, Executive Director

Reference

Old Town Chamber of Commerce
2415 San Diego Ave # 107
San Diego, CA 92110
Mr. Richard Stegner, Executive Director
(619) 291-4903
otsd@aol.com

KTU+A Firm Overview

KTU+A provides planning and design services for projects requiring the integration of urban design and transportation, including pedestrian, bicycle and transit. Project types include corridor master plans, alignment alternatives, design feasibility, safety evaluation, land use scenarios, urban design guidelines and wayfinding, sustainability best practices, active transportation strategies, transportation demand management strategies and ADA accessibility. Our unique qualifications include:

- Customized Solutions - Experience in researching and recommending innovative treatments and programs for specific issues.
- Advanced Technology - GIS computer applications for producing alignment analysis, pedestrian and bicycle suitability modeling, maps, route selection, graphic production, estimating and 3-D visualizations.
- Integrated Plans - Expertise in pedestrian and bikeway planning and commitment to the integration of recreation, land use planning, community design, urban design and non-motorized alternatives.
- Safety - Pedestrian and bicycle safety factors and common accident scenarios.
- Design Sensitivity - Experience with the integration of urban design elements within environmentally and visually sensitive areas.
- Qualified Plans - All plans prepared by KTU+A comply with State, Federal Highway Administration, AASHTO and MUTCD standards.

City of Dana Point Connectivity Study

KTU+A's project responsibilities included alternatives development, analysis and ranking, multi-jurisdictional coordination, oversight of bicycle and pedestrian count collection and analysis, and the development of context sensitive wayfinding and directional signage. Several districts exist in San Clemente but are separated by highways, freeways, rivers and rail lines. Although some physical connections exist, they are not highlighted or very clear. The wayfinding program included locations of key decision points for arriving at major destinations. The wayfinding included a hierarchy of district signs, gateways and monuments that help in knowing where you are going and when you actually get there. The efforts included alternative designs and specifications for the signage.

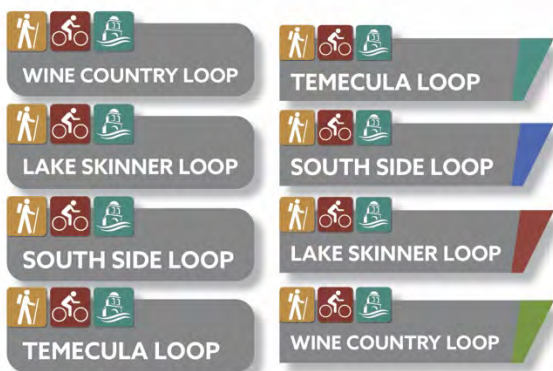


City of Temecula Multi-Use Trails and Bicycle Master Plan, Temecula, CA

KTU+A prepared the City of Temecula's original Multi-Use Trails and Bikeways Master Plan in 2002 and was asked in 2013 to update it to include extensive public outreach and to address conceptual designs and cost estimates for the priority projects that resulted from the outreach effort. The update's primary objectives are to identify and close bikeway and trail gaps and to develop programs to increase cycling mode share, including the development of a bike and trail signage program. A major component of the effort was the development of a wayfinding program that tied together pedestrian, transit and bike facilities, to major destinations and origins throughout the City of Temecula.

Appendix A: Toolbox - Design Guidelines

Confirmation Signage Concepts



Decision Signage



Minor Intersection:

Combined Confirmation/Decision Signage



App68

Appendix A: Toolbox - Design Guidelines



App70

City of San Diego Balboa Park Trails Mapping and Signage

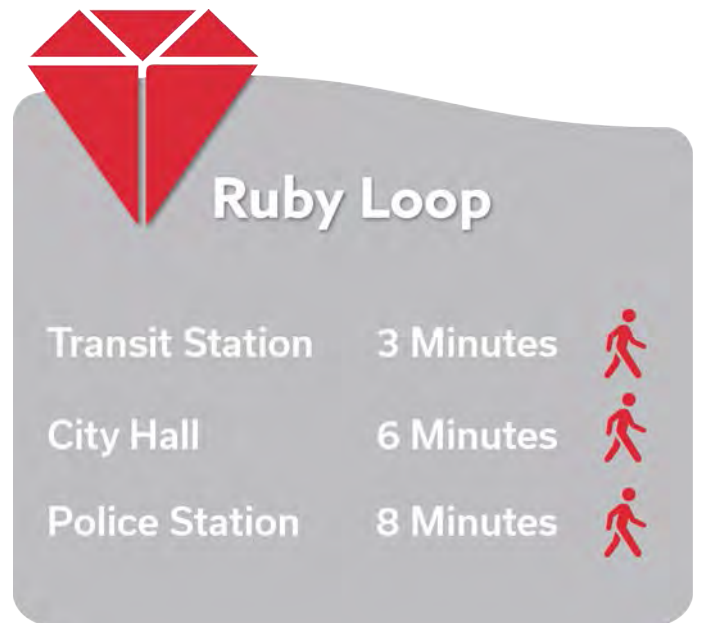
KTU+A worked with the City of San Diego and various organizations in Balboa Park to identify and map the existing hiking, walking and biking trails in Balboa Park. Five color-coded gateways were identified: Sixth and Upas; Morley Field; Golden Hill; Park Blvd.; and Marston Point. KTU+A-designed signage at each of the gateways identifies a series of easy, moderate and difficult loop trails that originate from that particular gateway, and range in length from less than 0.5 miles to more than 7 miles. The project included an extensive GIS mapping and points of interest analysis in GIS software. One of the major goals of the project was to identify the “off the beaten path” options for discovering more of Balboa Park, while at the same time provide walking routes that get you to major destinations.



City of La Mesa Urban Trails Mobility Action Plan

The La Mesa Urban Trail Mobility Action Plan goal was to bring together the City's many ongoing planning efforts to establish a prioritized pedestrian urban trail network that supported and encouraged the use of alternative modes of transportation for exercise and mobility. Through an innovative and robust outreach program, participants collected data, provided input, identified their preferred urban trail alignments, and learned how to use the bus and trolley systems, all while getting exercise and meeting their neighbors. Outreach was also conducted through Helix and Grossmont High Schools and La Mesa's CX-3 after-school program to gather youth input on the trails and to educate interested students about urban planning and design.

The plan established an urban trails network connecting neighborhoods and key destinations throughout the City. Nineteen trail segments totaling 22 miles were identified and prioritized for implementation based on criteria such as connectivity, safety and trail experience. Opportunities for landscape treatments such as urban forestry, urban runoff and stormwater retention were identified in each trail corridor. Implementation and wayfinding strategies were also included. As a result of the analysis and recommendations process, the City now has multi-benefit, grant-ready projects primed to secure funding for implementation.



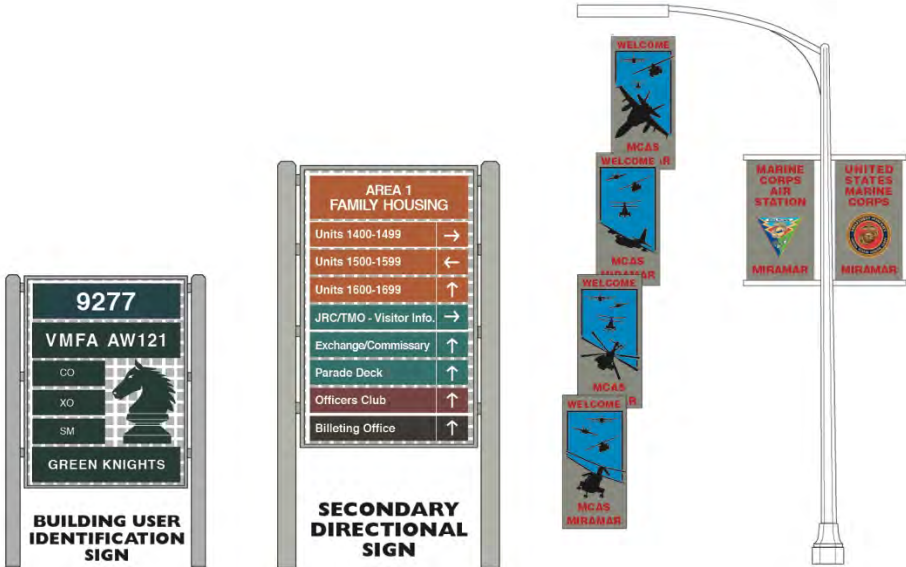
MCAS Miramar Wayfinding and Entry Gateway Monuments

KTU+A was the prime planning consultant for the conversion of Naval Air Station into Marine Corps Air Station, Miramar. The efforts including a database of all possible destinations, the development of positive or negative locations for signage as well as the perceptual boundaries between districts, nodes and edges. The effort included the development of major entry gate signage, secondary gate signage, district identification, primary directional signage to districts, secondary directional signage to destinations and a banner system that allows for special events and the identification of major streets on the base. The plan was based on the ability of the sign shop and welding shops to produce the actual fabrication using an ongoing labor pool and equipment already available. The plans were also part of an overall Base Exterior Architecture Plan (BEAP) that took into account district coloring and signage specifications for all buildings.

Asset & Liability Summary

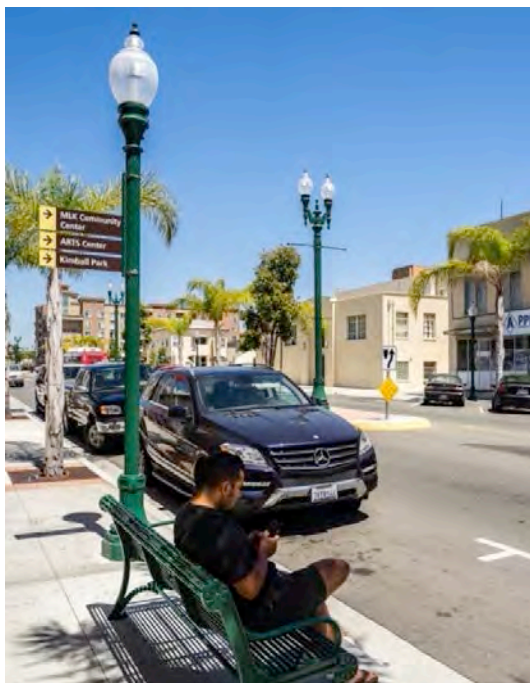
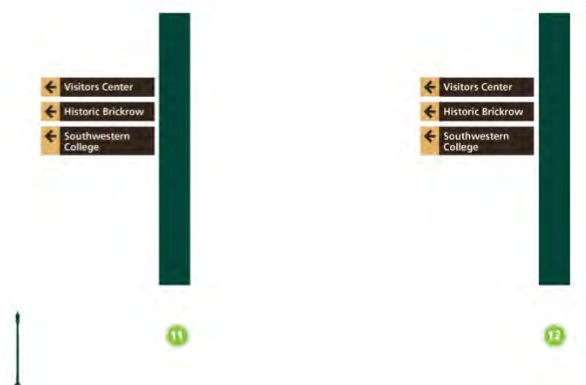
Main Station Miramar

COMPONENT	ASSETS		LIABILITIES	
	EXISTING	PROPOSED	EXISTING	PROPOSED
LANDMARKS				
EDGES				
NODES				
ENTRIES				
Definitions:				
Landmarks	Prominent features that help to guide a person in a given area			
Edges	Highly visible areas between bldgs., districts & the Station			
Nodes	Centers of activity			
Entries	Main access points			



National City 8th Street Renovation and Signage Project

KTU+A was the prime design consultant, working with Graphic Solutions as the subconsultant for the major renovation of 8th Street in downtown National City. The program including over the road banners, pole banners, wayfinding directional signage, as well as the overall site planning and street redesign efforts. The program was part of a larger citywide wayfinding program for National City.



References



Client References

City of Newport Beach

100 Civic Center Drive
Newport Beach, CA 92660
Ms. Brenda Wisneski, Deputy
Community Development Director
(949) 644-3297
bwisneski@newportbeach.gov

BALBOA VILLAGE GATEWAYS AND WAYFINDING PROGRAM

Planning, Design, Stakeholder Consensus (as part of consultant team), Construction Documents
(Concept Design phase completed 2014, First Implementation Phase scheduled for completion Sept. 2016)

City of Bell Gardens

7100 South Garfield Avenue
Bell Gardens, CA 90201
Ms. Carmen Morales, City Planner
(562) 806-7723
cmorales@bellgardens.org

BELL GARDENS BRANDING & SIGN PROGRAM CITY-WIDE & DISTRICT SPECIFIC COMPREHENSIVE SIGN PROGRAM

Planning, Branding, Design, Consensus Building,
Construction Specifications, Construction
Administration, and Marketing Materials
(1999 to present)

City of Corona

400 S. Vincentia
Corona, CA 92880
Mr. David Batson, Property And
Contract Manager
(951) 817-5769
david.batson@ci.corona.ca.us

CORONA HISTORIC CIVIC CENTER

Graphics and Signage Program: Planning, Design,
and Construction Specifications
(completed 2000)

City of Coronado

1825 Strand Way
Coronado, CA 92118
Mr. Blair King, City Manager
(619) 522-7335
bking@coronado.ca.us

CORONADO WAYFINDING

Comprehensive Sign Program: Planning, Stakeholder
Consensus, Design for Vehicular, Bike and Pedestrian
Wayfinding Systems – in both City and Caltrans rights
of way
(Anticipated completion May 2016)

City of Costa Mesa

77 Fair Drive
Costa Mesa, CA 92626
Mr. Raj Sethuraman, Transportation
Manager
(714) 754-5032
raja.sethuraman@costamesaca.gov

COMPREHENSIVE CITYWIDE GATEWAY AND WAYFINDING PROGRAM

Concept Design, Consensus-Building, Construction
Documents
(Anticipated completion 2016)

City of El Cajon

200 East Main Street
El Cajon, CA 92020
Mr. Doug Williford, City Manager
(619) 441-1716
dwilliford@cityofelcajon.us

DOWNTOWN EL CAJON ARCH SIGN

CENTENNIAL LOGO AND BANNER PROGRAM
Branding, Planning, Design, Construction
Specifications, Construction Administration
(2008 to present)

City of El Monte

11333 Valley Boulevard
El Monte, CA 91731
City Manager
(626) 580-2248

EL MONTE LOGO & CITYWIDE SIGN PROGRAM

Branding & Signage Program: Research, Planning,
Logo Development, Design, Public Presentations,
Working Drawings, Construction Specifications, and
Construction Administration
(1998 to present)

Client References

[County of San Diego, in association with: Pountney Psomas](#)
4455 Murphy Canyon Road, Suite 200
San Diego, CA 92103
Mr. Augie Chang, Vice President
(858) 576-9200
achang@pcg-psomas.com

[City of Half Moon Bay](#)
501 Main Street
Half Moon Bay, CA 94019
Mr. John Doughty, Community Development Director
(650) 726-8252
jdoughty@hmbcity.com

[City of Henderson](#)
240 Water Street
Henderson, NV 89015
Mr. Cody Walker, Redevelopment Project Manager
(702) 267-1521
cody.walker@cityofhenderson.com

[Sentre Partners](#)
401 West A Street, Suite 2300
San Diego, CA 92101
Mr. Stephen Williams, Managing Principal
(619) 234-5600
swillams@sentre.com

[City of Huntington Beach](#)
2000 Main Street
Huntington Beach, CA 92648
Ms. Kellee Fritzall, Economic Development Deputy Director
(714) 375-5186
kfritzal@surfcity-hb.org

[City of Imperial Beach](#)
825 Imperial Beach Blvd.
Imperial Beach, CA 91932
Mr. Hank Levien (619) 424-4095
hlevien@imperialbeach.gov

[City of Irvine](#)
[\(as sub consultants to International Parking Design\)](#)
2 Faraday, Suite 101
Irvine, CA 92618
Mr. Don Marks, Principal
(949) 595-8004
dmarks@oc.ipd-global.com

ENCINITAS TRANSIT CENTER
Branding, Comprehensive Graphics and Signage
Program: Design and Construction Documents
(completed 1990)

HALF MOON BAY
Comprehensive Sign Program: Planning, Design, Stakeholder Meetings, Construction Documents for complementing City-wide, Caltrans and Downtown programs
(Anticipated completion, First Phase Spring 2016)

HENDERSON HISTORIC WATER STREET
Branding, Comprehensive Sign Program: Design, Planning, and Construction Documents
(2003 - 2008)

“HORTON SQUARE” PUBLIC PLAZA
Project Branding, Environmental Graphics Program: Design, Working Drawings, Specifications and Construction Administration; Print Collateral
(2003 – 2008)

HUNTINGTON BEACH ENTRY MONUMENT SIGN PROGRAM
Comprehensive Entry Sign Program: Branding, Design, Sign Planning, Consensus Building, Construction Specifications, and Construction Administration
(2001 – 2009)

IMPERIAL BEACH “CORONADO BELTLINE RAILROAD”
Interpretive Signage: Research, Design, Construction Documents
(completed 2014)

“IRVINE STATION” TRANSPORTATION CENTER
Facility Branding and Comprehensive Sign Program: Planning, Design, Sign Plan Document, Working Drawings and Construction Specifications, and Construction Administration
(completed 2008)

Client References

City of La Mesa

8130 Allison Avenue
La Mesa, CA 91941
Ms. Yvonne Garrett, City Manager
(619) 667-1195
ygarrett@ci.la-mesa.ca.us

LA MESA BRANDING & COMPREHENSIVE SIGN PROGRAM
Planning, Brand Development, Design, Consensus Building, Construction Specifications, and Marketing Materials
(2002 to present)

City of Laguna Beach

505 Forest Avenue
Laguna Beach, CA 92651
Ms. Christa Johnson, Deputy City Manager
(949) 497-0352
cjohnson@lagunabeachcity.net

LAGUNA BEACH PARKING WAYFINDING
Planning, Design and Specifications for City-wide Comprehensive Parking Facility Identification and Wayfinding System
(completed 2014)

City of Lincoln

600 Sixth Street
Lincoln, CA 95648
Economic Development Director
(914) 645-4070

LINCOLN SIGN PROGRAM
Branding, Planning, Design, and Construction Specifications
(2004 – 2007)

City of Merced

678 West 18th Street
Merced, CA 95340
Mr. Joshua Ewen, Redevelopment Technician
(209) 385-6827
ewenj@cityofmerced.org

MERCED BRANDING & WAYFINDING SIGN PROGRAM
Planning, Brand Development, Design, and Construction Specifications, and Construction Administration

City of Modesto

1010 Tenth Street, Suite 3300
Modesto, CA 95353
Ms. Linda Boston, Business Development Manager
(209) 571-5179
lboston@ci.modesto.ca.us

MODESTO SIGN PROGRAM
Comprehensive Downtown Sign Program: Planning, Design, Working Drawings and Construction Specifications
(1998 – 2008)

City of Moreno Valley

14177 Frederick Street
Moreno Valley, CA 92552
Mr. Robert Gutierrez, City Manager
(951) 413-3020
bobg@moval.org

MORENO VALLEY SIGN PROGRAM
Sunnymead Boulevard District Sign Program: Branding; Planning, Design, Construction Specifications, Construction Administration
(2007 to present)

Client References

City of Morgan Hill

17555 Peak Avenue
Morgan Hill, CA 95037
Community Development Director
(408) 776-7373

MORGAN HILL DOWNTOWN & CITY WIDE SIGN PROGRAM

Comprehensive Sign program: Branding, Design, Sign Planning, Consensus Building, Public Meetings, Construction Specifications, and Construction Administration
(2002 – 2009)

City of San Diego, in association with Environs

1909 State Street
San Diego, CA 92101
Mr. Marty Schmidt
(619) 232-7007 x101
marty@environs.com

NORTH BAY URBAN GREENING

Planning and Design for Gateways and Wayfinding for Midway-Pacific Highway Community
(Anticipated Plan completion 2016)

Old Town San Diego Chamber of Commerce

2415 San Diego Ave, Suite 107
San Diego, CA 92110
Mr. Richard Stegner, Executive Director
(949) 742-3985
otsd@aol.com

OLD TOWN BRANDING & SIGN PROGRAM

Historic District Branding & Sign Program: Planning, Identity Development, Design, Consensus Building – Stakeholder Committee Meetings & Public Workshops, Sign Planning, Construction Documents, and Construction Administration
(2011 to present)

City of San Clemente

910 Calle Negocio, Suite 100
San Clemente, CA 92673
Mr. Jim Pechous, Principal Planner
(949) 361-6192
pechousj@san-clemente.org

SAN CLEMENTE BRANDING & SIGN PROGRAM

City-Wide and District Specific Branding & Sign Program: Survey and Audit of Existing Signage, Planning, Identity Development, Design, Consensus Building – Stakeholder Committee Meetings & Public Workshops, Sign Planning, Construction Specifications, and Construction Administration
(2006 – 2011)

City of San Marcos

1 Civic Center Drive
San Marcos, CA 92069
(760) 744-1050
Mr. Paul Malone, former City Manager
paulcmalone@gmail.com

SAN MARCOS CIVIC CENTER

City Hall, Library, Community Center, Parking Structure
Exterior and Interior Sign Program:
Design, Construction Documents, and Construction Administration
(completed 1990)

City of San Diego

202 C Street, 4th Floor
San Diego, CA 92101
Ms. Sara Osborn
(619) 235-5200
sosborn@sandiego.gov

SAN YSIDRO

Community Identity, Gateways and Wayfinding Concepts for Community Plan Update (as part of the consultant team)
(completed 2014)

Client References

City of Taft

209 E. Kern Street
Taft, CA 93268
Mr. Mark Staples, Planning and
Development Services Director
(661) 763-1222 x24
mstaples@cityoftaft.org

TAFT DOWNTOWN & CITY WIDE BRANDING,
GRAPHICS, & SIGN PROGRAM
Branding, Marketing Materials, and Comprehensive
Sign program: Planning, Design, Stakeholder
Consensus, Production/Construction Specifications,
and Coordination
(2006 – present)

City of Tehachapi

115 South Robinson Street
Tehachapi, CA 93561
Mr. Greg Garrett, City Manager
(661) 822-2200 x105
ggarrett@tehachapicityhall.com

TEHACHAPI LOGO & SIGN PROGRAM
Comprehensive Branding & Signage program for
Historic Downtown Tehachapi: Planning, Design,
Construction Documents, and Construction
Administration
(2000 to present)

Third Avenue Village Association

353 Third Avenue
Chula Vista, CA 91910
Ms. Luanne Hulsizer, Director
(619) 442-1982
director@thirdavenuevillage.com

THIRD AVENUE VILLAGE, CHULA VISTA
COMPREHENSIVE SIGN AND GRAPHICS
PROGRAM INCLUDING
GATEWAY SIGN AND WAYFINDING
Branding, Concepts, Public Workshops, Working
Drawings and Construction Administration
(1989 to present)

City of Torrance

3031 Torrance Blvd.
Torrance, CA 90503
Mr. Henry Sakamoto, Associate Planner
(310) 618-5990
hsakamoto@torranceca.gov

TORRANCE SIGN PROGRAM
Entry Identification & Wayfinding Program: Design,
Planning and Construction Documents, and
Construction Administration
(1994 – 2009)

City of Vista

600 Eucalyptus Avenue
Vista, CA 92083
Mr. John Conley, Director of Community
Development
(760) 639-6100
jconley@ci.vista.ca.us

VISTA BRANDING & SIGN PROGRAM
City-wide and District Specific Branding & Sign
Program: Identity Development, Design, Consensus
Building, Sign Planning, Construction Specifications,
and Construction Administration
(2004 – present)

Required Statements & Forms



Graphic Solutions certifies that they have an adequate financial management and accounting system as required by 48 CFR Part 16.301-3, 49 CFR Part 18, and CFR Part 31.

Simon Andrews

Simon Andrews, Secretary of the Corporation

Graphic Solutions Ltd.

2952 Main Street

San Diego, CA 92113



ARCHITECT - ENGINEER QUALIFICATIONS

PART I - CONTRACT-SPECIFIC QUALIFICATIONS

A. CONTRACT INFORMATION

1. TITLE AND LOCATION *(City and State)*

Citywide Wayfinding Design Services, Commerce, CA

2. PUBLIC NOTICE DATE

08/19/2016

3. SOLICITATION OR PROJECT NUMBER

2016-25

B. ARCHITECT-ENGINEER POINT OF CONTACT

4. NAME AND TITLE

Simon Andrews, Principal

5. NAME OF FIRM

Graphic Solutions Ltd.

6. TELEPHONE NUMBER

619-239-1336

7. FAX NUMBER

619-235-6018

8. E-MAIL ADDRESS

simon@graphicsolutions.com

C. PROPOSED TEAM

(Complete this section for the prime contractor and all key subcontractors.)

	(Check)				9. FIRM NAME	10. ADDRESS	11. ROLE IN THIS CONTRACT
	PRIME	J-V	PARTNER	SUBCON-TRACTOR			
a.	✓				Graphic Solutions Ltd. <input type="checkbox"/> CHECK IF BRANCH OFFICE	2952 Main Street San Diego, CA 92113	Prime contractor
b.				✓	KTU+A Planning & Landscape Architecture <input type="checkbox"/> CHECK IF BRANCH OFFICE	3916 Normal Street San Diego, CA 92103	Subcontractor
c.					 <input type="checkbox"/> CHECK IF BRANCH OFFICE		
d.					 <input type="checkbox"/> CHECK IF BRANCH OFFICE		
e.					 <input type="checkbox"/> CHECK IF BRANCH OFFICE		
f.					 <input type="checkbox"/> CHECK IF BRANCH OFFICE		

D. ORGANIZATIONAL CHART OF PROPOSED TEAM

☒ (Attached)

E. RESUMES OF KEY PERSONNEL PROPOSED FOR THIS CONTRACT

(Complete one Section E for each key person.)

12. NAME	13. ROLE IN THIS CONTRACT	14. YEARS EXPERIENCE	
Simon Andrews	Principal	a. TOTAL 40	b. WITH CURRENT FIRM 40
15. FIRM NAME AND LOCATION (City and State)			
Graphic Solutions Ltd.			
16. EDUCATION (DEGREE AND SPECIALIZATION)		17. CURRENT PROFESSIONAL REGISTRATION (STATE AND DISCIPLINE)	
Bachelor Degree, Psychology, San Francisco State University			
18. OTHER PROFESSIONAL QUALIFICATIONS (Publications, Organizations, Training, Awards, etc.)			
American Institute of Graphic Arts; Society for Experiential Graphic Design; American Society of Landscape Architects (Affiliate) and member; National ASLA Parks and Recreation Open Committee, East Village Association, downtown San Diego (past President); La Jolla Community Planning Association (past President), California Main Street Alliance (Sponsor)			
19. RELEVANT PROJECTS			
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
8th Street Corridor, National City, CA		PROFESSIONAL SERVICES 2016	CONSTRUCTION (If applicable) n/a
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE		<input checked="" type="checkbox"/> Check if project performed with current firm	
a. Principal Design Development, Cost Estimating, Technical Drawings for engineering review.			
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
Bell Gardens, CA		PROFESSIONAL SERVICES 2011	CONSTRUCTION (If applicable) n/a
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE		<input checked="" type="checkbox"/> Check if project performed with current firm	
b. Principal City-wide and District Specific Comprehensive Sign Program, Planning, branding, Design, Consensus-Building, Construction Specifications, Construction Administrations and Marketing Materials.			
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
Third Avenue, Chula Vista, CA		PROFESSIONAL SERVICES 2013	CONSTRUCTION (If applicable) n/a
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE		<input checked="" type="checkbox"/> Check if project performed with current firm	
c. Principal Branding, Concept Design, Consensus-Building, Construction Specifications, Cost Estimating and Construction Administration.			
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
El Monte, CA		PROFESSIONAL SERVICES 2008	CONSTRUCTION (If applicable) n/a
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE		<input checked="" type="checkbox"/> Check if project performed with current firm	
d. Principal Branding, Comprehensive Sign Program, Research, Planning, Logo Development, Public Presentations, Working Drawings, Construction Specifications and Construction Administration.			
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
La Mesa, CA		PROFESSIONAL SERVICES 2013	CONSTRUCTION (If applicable) n/a
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE		<input checked="" type="checkbox"/> Check if project performed with current firm	
e. Principal Comprehensive downtown "village" and City-wide Sign Program, Planning, Design, Consensus-Building, Construction Specifications, Cost Estimating, Implementation Planning and Construction Administration.			

E. RESUMES OF KEY PERSONNEL PROPOSED FOR THIS CONTRACT

(Complete one Section E for each key person.)

12. NAME	13. ROLE IN THIS CONTRACT	14. YEARS EXPERIENCE	
Frank Mando	Design Manager	a. TOTAL 45	b. WITH CURRENT FIRM 37
15. FIRM NAME AND LOCATION (City and State) Graphic Solutions Ltd.			
16. EDUCATION (DEGREE AND SPECIALIZATION) Ivy School of Professional Art, Pittsburgh, Pennsylvania		17. CURRENT PROFESSIONAL REGISTRATION (STATE AND DISCIPLINE)	
18. OTHER PROFESSIONAL QUALIFICATIONS (Publications, Organizations, Training, Awards, etc.)			

19. RELEVANT PROJECTS

(1) TITLE AND LOCATION (City and State)	(2) YEAR COMPLETED	
Third Avenue Chula Vista, CA	PROFESSIONAL SERVICES 2014	CONSTRUCTION (If applicable) n/a
a. (3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Design Manager Approximate Cost: \$50,000 Branding, Concept Design, Consensus-Building, Construction Specifications, Cost Estimating and Construction Administration.		
<input checked="" type="checkbox"/> Check if project performed with current firm		
(1) TITLE AND LOCATION (City and State)	(2) YEAR COMPLETED	
El Monte, CA	PROFESSIONAL SERVICES 2008	CONSTRUCTION (If applicable) n/a
b. (3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Design Manager Approximate Cost: \$147,000 Branding, Comprehensive Sign Program, Logo Development, Working Drawings, Construction Specifications and Construction Administration.		
<input checked="" type="checkbox"/> Check if project performed with current firm		
(1) TITLE AND LOCATION (City and State)	(2) YEAR COMPLETED	
8th St. Corridor, National City, CA	PROFESSIONAL SERVICES 2016	CONSTRUCTION (If applicable) n/a
c. (3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Design Manager Approximate Cost: \$29,800 Design Development, Cost Estimating, Technical Drawings for engineering review.		
<input checked="" type="checkbox"/> Check if project performed with current firm		
(1) TITLE AND LOCATION (City and State)	(2) YEAR COMPLETED	
La Mesa, CA	PROFESSIONAL SERVICES 2013	CONSTRUCTION (If applicable) n/a
d. (3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Design Manager Approximate Cost: \$85,000 Comprehensive Sign Program, Construction Specifications, Cost Estimating, Implementation Planning and Construction Administration.		
<input checked="" type="checkbox"/> Check if project performed with current firm		
(1) TITLE AND LOCATION (City and State)	(2) YEAR COMPLETED	
Morgan Hill, CA	PROFESSIONAL SERVICES 2009	CONSTRUCTION (If applicable) n/a
e. (3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Design Manager Approximate Cost: \$97,750 Comprehensive Wayfinding Sign Program, Construction Specifications and Construction Administration.		
<input checked="" type="checkbox"/> Check if project performed with current firm		

E. RESUMES OF KEY PERSONNEL PROPOSED FOR THIS CONTRACT*(Complete one Section E for each key person.)*

12. NAME	13. ROLE IN THIS CONTRACT	14. YEARS EXPERIENCE	
Brandy Orner	Project Coordinator	a. TOTAL 22	b. WITH CURRENT FIRM 1
15. FIRM NAME AND LOCATION <i>(City and State)</i> Graphic Solutions Ltd.			
16. EDUCATION <i>(DEGREE AND SPECIALIZATION)</i>		17. CURRENT PROFESSIONAL REGISTRATION <i>(STATE AND DISCIPLINE)</i>	
18. OTHER PROFESSIONAL QUALIFICATIONS <i>(Publications, Organizations, Training, Awards, etc.)</i>			

19. RELEVANT PROJECTS

(1) TITLE AND LOCATION <i>(City and State)</i>	(2) YEAR COMPLETED	
Taft, CA	PROFESSIONAL SERVICES ongoing	CONSTRUCTION <i>(If applicable)</i> n/a
a. (3) BRIEF DESCRIPTION <i>(Brief scope, size, cost, etc.)</i> AND SPECIFIC ROLE Project Coordinator Approximate Cost: \$29,750 Citywide Wayfinding Sign Program, Research, Planning, Design and Construction Specifications.		
<input checked="" type="checkbox"/> Check if project performed with current firm		
Vista, CA	PROFESSIONAL SERVICES ongoing	CONSTRUCTION <i>(If applicable)</i> n/a
b. (3) BRIEF DESCRIPTION <i>(Brief scope, size, cost, etc.)</i> AND SPECIFIC ROLE Project Coordinator Approximate Cost: \$22,900 Downtown Wayfinding and Comprehensive Sign Program, Research, Planning, Design and Construction Specifications.		
<input checked="" type="checkbox"/> Check if project performed with current firm		
Dinuba, CA	PROFESSIONAL SERVICES ongoing	CONSTRUCTION <i>(If applicable)</i> n/a
c. (3) BRIEF DESCRIPTION <i>(Brief scope, size, cost, etc.)</i> AND SPECIFIC ROLE Project Coordinator Approximate Cost: \$19,500 Comprehensive Citywide Sign Program, Research, Planning, Design		
<input checked="" type="checkbox"/> Check if project performed with current firm		
Plaza La Quinta, La Quinta, CA	PROFESSIONAL SERVICES 2016	CONSTRUCTION <i>(If applicable)</i> n/a
d. (3) BRIEF DESCRIPTION <i>(Brief scope, size, cost, etc.)</i> AND SPECIFIC ROLE Project Coordinator Approximate Cost: \$30,000 Comprehensive Retail Sign Program, City Processing, Tenant Criteria		
<input checked="" type="checkbox"/> Check if project performed with current firm		
Signal Hill, CA	PROFESSIONAL SERVICES 2016	CONSTRUCTION <i>(If applicable)</i> n/a
e. (3) BRIEF DESCRIPTION <i>(Brief scope, size, cost, etc.)</i> AND SPECIFIC ROLE Project Coordinator Approximate Cost: \$9,875 Park Regulatory Sign Program, Research, Planning, Design		
<input checked="" type="checkbox"/> Check if project performed with current firm		

E. RESUMES OF KEY PERSONNEL PROPOSED FOR THIS CONTRACT

(Complete one Section E for each key person.)

12. NAME	13. ROLE IN THIS CONTRACT	14. YEARS EXPERIENCE	
Chris McCampbell	Designer	a. TOTAL 22	b. WITH CURRENT FIRM 2

15. FIRM NAME AND LOCATION (City and State)

Graphic Solutions Ltd.

16. EDUCATION (DEGREE AND SPECIALIZATION)

Bachelor Degree, Graphic Design,
San Diego State University
Master of Fine Arts, Graphic Design,
Maryland Institute College of Art

17. CURRENT PROFESSIONAL REGISTRATION (STATE AND DISCIPLINE)

18. OTHER PROFESSIONAL QUALIFICATIONS (Publications, Organizations, Training, Awards, etc.)

The Society for Experiential Graphic Design (San Diego Chapter Chair)
American Institute of Graphic Arts

19. RELEVANT PROJECTS

(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
8th St. Corridor, National City, CA		PROFESSIONAL SERVICES 2016	CONSTRUCTION (If applicable) n/a
a.	(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Designer Approximate Cost: \$29,800 Design Development, Cost Estimating, Technical Drawings for engineering review.		
		<input checked="" type="checkbox"/> Check if project performed with current firm	
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
Cathedral City, CA		PROFESSIONAL SERVICES ongoing	CONSTRUCTION (If applicable) n/a
b.	(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Designer Approximate Cost: \$46,500 Comprehensive Citywide Sign Program, Research, Planning, Design, Construction Specifications and Construction Administration.		
		<input checked="" type="checkbox"/> Check if project performed with current firm	
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
Costa Mesa, CA		PROFESSIONAL SERVICES ongoing	CONSTRUCTION (If applicable) n/a
c.	(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Designer Approximate Cost \$48,375 Comprehensive Wayfinding Sign Program, Research, Planning, Design, Construction Specifications and Construction Administration.		
		<input checked="" type="checkbox"/> Check if project performed with current firm	
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
Hillcrest, San Diego, CA		PROFESSIONAL SERVICES ongoing	CONSTRUCTION (If applicable) n/a
d.	(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Designer Approximate Cost: \$10,000 Uptown Wayfinding and Parking Sign Program, Research, Planning, Design.		
		<input checked="" type="checkbox"/> Check if project performed with current firm	
(1) TITLE AND LOCATION (City and State)		(2) YEAR COMPLETED	
North Park, San Diego, CA		PROFESSIONAL SERVICES ongoing	CONSTRUCTION (If applicable) n/a
e.	(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE Designer Approximate Cost: \$40,600 District and Parking Wayfinding Sign Program, Planning, Research, Design, Construction Specifications and Construction Administration.		
		<input checked="" type="checkbox"/> Check if project performed with current firm	

E. Resumes of Key Personnel Proposed for this Contract (Complete one Section E for each key person)



12. NAME		13. ROLE IN THIS CONTRACT		14. YEARS EXPERIENCE				
Michael Singleton		Principal Planner		a. TOTAL 33	b. WITH CURRENT FIRM 27			
15. FIRM NAME AND LOCATION (City and State)								
KTU+A Planning + Landscape Architecture, San Diego, CA								
16. EDUCATION (Degree and Specialization)			17. CURRENT PROFESSIONAL REGISTRATION (State and Discipline)					
B.S. Landscape Architecture, Cal Poly San Luis Obispo, 1981			2011, AICP Certified Transportation Planner 2009, LEED-AP 1984, California Landscape Architect, PLA 2386					
18. OTHER PROFESSIONAL QUALIFICATIONS (Publications, Organizations, Training, Awards, etc.)								
<ul style="list-style-type: none"> Specializes in the planning and design of federal installations, integrated transit facilities (pedestrian studies, trail studies, and public transportation), recreation facilities, design guidelines, and visual impact assessments. Written and managed a number of grants, including applications through Caltrans, SANDAG and SCAG, primarily focused on active transportation, smart growth and healthy communities. 								
19. RELEVANT PROJECTS								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
National City 8th Street Corridor Smart Growth Project, National City, CA			PROFESSIONAL SERVICES 2013	CONSTRUCTION (If applicable) 2013				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
Principal planner for this streetscape project that included road diets, angled parking, bulb-outs, pedestrian improvements and urban design. Phase 1 included creation of a conceptual plan and a SANDAG smart growth application. Phase II included the refinement of the concepts, the vetting of the plan with the public, and the development of construction documents and construction budgets that resulted in a reconstructed and renovated downtown core for National City. Phase 3 included a downtown signage program with banners and directional signage as well as an over the roadway banner program. (KTU+A Fee: \$104,740).								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
City of San Diego Balboa Park Trail Maps, San Diego, CA			PROFESSIONAL SERVICES 2008	CONSTRUCTION (If applicable) 2010				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
Principal landscape architect responsible for the preparation of trail maps for information kiosks in Balboa Park to help guide park visitors to the numerous trails in the park from several gateway locations. Coordinated with City of San Diego staff and Balboa Park organizations on the identification of the five gateway locations and connections between the various routes. Conducted field research and verified signage locations. (KTU+A Fee - \$20,000)								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
City of Dana Point Connectivity Study, Dana Point, CA			PROFESSIONAL SERVICES 2012	CONSTRUCTION (If applicable) N/A				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
Principal planner and mobility planner responsible for development of a connectivity plan for three areas physically separated by freeway ramps, multi-lane arterials, a rail corridor and a river, resulting in significant non-motorized mobility impediments. Project included development of roadway, intersection and connectivity improvement alternatives to benefit cyclists, pedestrians and drivers, including a wayfinding system. Project responsibilities included site design, and wayfinding system with graphic conceptual designs and locational recommendations. (KTU+A fee - \$75,000)								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
MCAS Miramar Signage Master Plan and Construction Documentation, San Diego, CA			PROFESSIONAL SERVICES 1998	CONSTRUCTION (If applicable) 1999f				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
Principal planner for a major re-branding effort as the Marine Corps assumed control of NAS Miramar. Involved preparing plans for replacing virtually every sign on base, including changing street names and building numbers, totaling approximately 40,000 signs. Designed new entry monuments and associated signage specific to each of three primary gates.								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
CCDC Downtown Wayfinding Signage System, San Diego, CA			PROFESSIONAL SERVICES 1999	CONSTRUCTION (If applicable) 2000				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
Principal planner for the preparation of a comprehensive downtown wayfinding system, primarily for vehicular traffic. Responsible for the base map generation derived from SANDAG GIS data, and an analysis of traffic data, as well as the identification of major destination points, parking structures, street classifications, directions and opportunities for sub-area identification. Also provided input to the environmental graphic consultant on the preliminary design concepts for the signage program. (KTU+A Fee - \$19,000)								

E. Resumes of Key Personnel Proposed for this Contract (Complete one Section E for each key person)



12. NAME		13. ROLE IN THIS CONTRACT		14. YEARS EXPERIENCE				
Diana Smith		GIS Technical Manager		a. TOTAL 6	b. WITH CURRENT FIRM 2			
15. FIRM NAME AND LOCATION (City and State)								
KTU+A Planning + Landscape Architecture, San Diego, CA								
16. EDUCATION (Degree and Specialization)			17. CURRENT PROFESSIONAL REGISTRATION (State and Discipline)					
Masters of Science, GIScience, San Diego State University, 2010 Bachelors of Arts, Geography, Clark University, 2008			2015 GISP					
18. OTHER PROFESSIONAL QUALIFICATIONS (Publications, Organizations, Training, Awards, etc.)								
<ul style="list-style-type: none"> Provides GIS support and technical oversight on a variety of projects including transportation planning, landscape architecture and military planning. Responsibilities include data creation/editing, database management, spatial analysis and calculations, CAD data manipulation, mapping (paper and web) and support for field activities. 								
19. RELEVANT PROJECTS								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
City of Temecula Multi-Use Trails and Bikeways Master Plan, Temecula, CA			PROFESSIONAL SERVICES 7/2016	CONSTRUCTION (If applicable) N/A				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
GIS Manager responsible for analysis and modeling for the update of the city-wide bicycle and trails master plan. Tasks include identifying potential Capital Improvement Projects and other facility improvements based on the City's input. The project process included evaluating existing facilities, employing GIS for mapping, suitability modeling, low stress network modeling, and ultimately updating the existing plan to conform to current conditions and best practices in facility design and programming. The plan includes a comprehensive signage program for active transportation facilities. (KTU+A fee - \$110,000)								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
City of Chino Bicycle and Pedestrian Master Plan, Chino, CA			PROFESSIONAL SERVICES 2015	CONSTRUCTION (If applicable) N/A				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
GIS support for the update of the city-wide bicycle and pedestrian master plan. Tasks include performing city-wide Bicycle Boulevard potential modeling and Level of Traffic Stress modeling as well as development of report and community meeting graphics. Modeling process includes evaluating existing conditions, identifying key variables and analyzing results. Additional analyses included research and delineation of sidewalk route types in preparation of sidewalk treatment recommendations. Research analyzed the proximity of different functional classes to various land uses to identify trends and categorize existing routes used to build a sidewalk improvement recommendations appendix. (KTU+A Fee - \$199,000)								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
City of San Marcos Bicycle and Pedestrian Master Plan, San Marcos, CA			PROFESSIONAL SERVICES 2015	CONSTRUCTION (If applicable) N/A				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
GIS support for data gathering and analysis. Analysis included research and delineation of sidewalk route types in preparation of sidewalk treatment recommendations. Research analyzed the proximity of different functional classes to various land uses to identify trends and categorize existing routes. Results of the analysis were included as a sidewalk improvement recommendations appendix. Other duties include data cleaning and report figure creation. (KTU+A fee - \$91,000)								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
County of Riverside Box Springs Mountain Trails Master Plan, Moreno Valley, CA			PROFESSIONAL SERVICES 2015	CONSTRUCTION (If applicable) N/A				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
GIS Manager for a comprehensive trails master plan for Box Springs Mountain Reserve, 2,329 acres of picturesque rocky peaks located between Riverside and Moreno Valley. Provided GIS support for recommendations for improving the Reserve's trail network and its regional connections. This project involved strong stakeholder input and focused on sustainability, maintainability and user experience, including mapping and signage. This plan supports future acquisition decisions for an improved open space recreational trail system and staging areas in and surrounding the Reserve. (KTU+A fee - \$167,000)								
(1) TITLE AND LOCATION (City and State)			(2) YEAR COMPLETED					
City of Santa Ana Complete Streets Plan, Santa Ana, CA			PROFESSIONAL SERVICES 2015	CONSTRUCTION (If applicable) N/A				
(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE			<input checked="" type="checkbox"/> Check if project completed with current firm					
Performed GIS analysis of bicycle and pedestrian level of traffic stress and collision assessment. The Santa Ana Downtown/Transit Zone Complete Streets Plan is a planning project intended to create a more walkable, bikeable, vibrant and healthy environment in Santa Ana's Downtown. This plan connects a regional transportation hub to local destinations and does so using innovative bicycle and pedestrian facilities (e.g. cycle tracks, bicycle boulevards, enhanced pedestrian crossings, and lane and road lane diets). (KTU+A fee - \$150,000)								

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 1
21. TITLE AND LOCATION <i>(City and State)</i> 8th St. Corridor, National City, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES 2016 CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of National City	b. POINT OF CONTACT NAME Mike Singleton	c. POINT OF CONTACT TELEPHONE NUMBER 619-294-4477
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Design Development, Cost Estimating, Technical Drawings for engineering review.
 Approximate Cost: \$29,800

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME KTU+A	(2) FIRM LOCATION <i>(City and State)</i> San Diego, CA	(3) ROLE General Contractor
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 2		
21. TITLE AND LOCATION <i>(City and State)</i> Bell Gardens, CA	22. YEAR COMPLETED <table border="1"> <tr> <td>PROFESSIONAL SERVICES 2011</td> <td>CONSTRUCTION <i>(If applicable)</i> n/a</td> </tr> </table>		PROFESSIONAL SERVICES 2011	CONSTRUCTION <i>(If applicable)</i> n/a
PROFESSIONAL SERVICES 2011	CONSTRUCTION <i>(If applicable)</i> n/a			

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of Bell Gardens	b. POINT OF CONTACT NAME Carmen Morales	c. POINT OF CONTACT TELEPHONE NUMBER 562-806-7723
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

City-wide and District Specific Comprehensive Sign Program, Planning, Branding, Design Consensus-Building, Construction Specifications, Construction Administration and Marketing Materials.

Approximate Cost: \$119,750

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

**F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S
QUALIFICATIONS FOR THIS CONTRACT**
(Present as many projects as requested by the agency, or 10 projects, if not specified.
Complete one Section F for each project.)

20. EXAMPLE PROJECT KEY
NUMBER
3

21. TITLE AND LOCATION (City and State)

Third Avenue, Chula Vista, CA

22. YEAR COMPLETED

PROFESSIONAL SERVICES
2013

CONSTRUCTION (If applicable)
n/a

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER

Third Ave. Village Association

b. POINT OF CONTACT NAME

Luanne Hulsizer

c. POINT OF CONTACT TELEPHONE NUMBER

619-422-1982

24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT (Include scope, size, and cost)

Branding, Concept Design, Consensus Building, Construction Specifications, Cost Estimating,
and Construction Administration.

Approximate Cost: \$50,000

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION (City and State)	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION (City and State)	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION (City and State)	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION (City and State)	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION (City and State)	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION (City and State)	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 4
21. TITLE AND LOCATION <i>(City and State)</i> El Monte, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES 2008 CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of El Monte	b. POINT OF CONTACT NAME Economic Development Director	c. POINT OF CONTACT TELEPHONE NUMBER 626-580-2248
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Branding, Comprehensive Sign Program, Research, Planning, Logo Development, Public Presentations, Working Drawings, Construction Specifications and Construction Administration.

Approximate Cost: \$147,000

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 5
21. TITLE AND LOCATION <i>(City and State)</i> La Mesa, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES 2013	
	CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of La Mesa	b. POINT OF CONTACT NAME Dave Witt	c. POINT OF CONTACT TELEPHONE NUMBER 619-667-1195
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Comprehensive downtown "village" and city-wide Sign Program, Planning, Design, Consensus Building, Construction Specifications, Cost Estimating, Implementation Planning and Construction Administration.

Approximate Cost: \$85,000

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 6		
21. TITLE AND LOCATION <i>(City and State)</i> Morgan Hill, CA	22. YEAR COMPLETED <table border="1"> <tr> <td>PROFESSIONAL SERVICES 2010</td> <td>CONSTRUCTION <i>(If applicable)</i> n/a</td> </tr> </table>		PROFESSIONAL SERVICES 2010	CONSTRUCTION <i>(If applicable)</i> n/a
PROFESSIONAL SERVICES 2010	CONSTRUCTION <i>(If applicable)</i> n/a			

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of Morgan Hill	b. POINT OF CONTACT NAME City Manager	c. POINT OF CONTACT TELEPHONE NUMBER 408-310-4625
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Comprehensive Wayfinding Sign Program, Branding, Design, Sign Planning, Consensus Building, Public Meetings, Construction Specifications and Construction Administration.
 Approximate Cost: \$91,750

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 7
21. TITLE AND LOCATION <i>(City and State)</i> Pinole, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES 2007 CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of Pinole	b. POINT OF CONTACT NAME Christine Maher	c. POINT OF CONTACT TELEPHONE NUMBER 510-724-6901
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Comprehensive Wayfinding Sign Program, Planning, Design, Consensus-Building, Construction Specifications, Cost Estimating and Construction Administration.
 Approximate Cost: \$63,600

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 8
21. TITLE AND LOCATION <i>(City and State)</i> Tehachapi, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES ongoing CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of Tehachapi	b. POINT OF CONTACT NAME Gregg Garrett	c. POINT OF CONTACT TELEPHONE NUMBER 661-822-2200
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Comprehensive Sign Program, Research, Branding, Sign Planning, Design, Consensus-Building, Construction Specifications, Cost Estimating, Implementation Planning and Construction Administration.

Approximate Cost: \$50,000

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 9
21. TITLE AND LOCATION <i>(City and State)</i> Sunnymead Blvd., Moreno Valley, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES 2011 CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER City of Moreno Valley	b. POINT OF CONTACT NAME Robert Gutierrez	c. POINT OF CONTACT TELEPHONE NUMBER 951-413-3020
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Sunnymead Boulevard District Sign Program, Branding, Planning, Design, Construction Specifications and Construction Administration.
 Approximate Cost: \$24,900

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

F. EXAMPLE PROJECTS WHICH BEST ILLUSTRATE PROPOSED TEAM'S QUALIFICATIONS FOR THIS CONTRACT <i>(Present as many projects as requested by the agency, or 10 projects, if not specified. Complete one Section F for each project.)</i>		20. EXAMPLE PROJECT KEY NUMBER 10
21. TITLE AND LOCATION <i>(City and State)</i> Old Town San Diego, CA	22. YEAR COMPLETED PROFESSIONAL SERVICES 2014 CONSTRUCTION <i>(If applicable)</i> n/a	

23. PROJECT OWNER'S INFORMATION

a. PROJECT OWNER Old Town Chamber of Commerce	b. POINT OF CONTACT NAME Richard Stegner	c. POINT OF CONTACT TELEPHONE NUMBER 619-291-4903
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24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT *(Include scope, size, and cost)*

Branding, Comprehensive Wayfinding Sign Program, Planning, Design, Consensus-Building, Construction Specifications and Construction Administration.
 Approximate Cost: \$31,400

25. FIRMS FROM SECTION C INVOLVED WITH THIS PROJECT

a.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
b.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
c.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
d.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
e.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE
f.	(1) FIRM NAME	(2) FIRM LOCATION <i>(City and State)</i>	(3) ROLE

[illegible]

NO.	TITLE OF EXAMPLE PROJECT (FROM SECTION F)	NO.	TITLE OF EXAMPLE PROJECT (FROM SECTION F)
1	8th Street Corridor, National City, CA	6	Morgan Hill, CA
2	Bell Gardens, CA	7	Pinole, CA
3	Third Avenue, Chula Vista, CA	8	Tehachapi, CA
4	El Monte, CA	9	Sunnymead Blvd., Moreno Valley, CA
5	La Mesa, CA	10	Old Town, San Diego, CA

H. ADDITIONAL INFORMATION

30. PROVIDE ANY ADDITIONAL INFORMATION REQUESTED BY THE AGENCY. ATTACH ADDITIONAL SHEETS AS NEEDED.

I. AUTHORIZED REPRESENTATIVE
The foregoing is a statement of facts.

31. SIGNATURE

Simon Andrews

32. DATE

26 Sept 2016

33. NAME AND TITLE

Simon Andrews, Secretary of the Corporation

1. SOLICITATION NUMBER (If any)

PART II - GENERAL QUALIFICATIONS

2a. FIRM (OR BRANCH OFFICE) NAME

3. YEAR ESTABLISHED

4. DUNS NUMBER

2b. STREET

5. OWNERSHIP

2c. CITY

2d. STATE

2e. ZIP CODE	
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CA

a. TYPE

Corporation

b. SMALL BUSINESS STATUS

6a. POINT OF CONTACT NAME AND TITLE

Active

7. NAME OF FIRM (If block 2a is a branch office)

6b. TELEPHONE NUMBER

6c. E-MAIL ADDRESS

619-239-1336

8a. FORMER FIRM NAME(S) (If any)

8b. YR. ESTABLISHED

8c. DUNS NUMBER

10. PROFILE OF FIRM'S EXPERIENCE AND ANNUAL AVERAGE REVENUE FOR LAST 5 YEARS

11. ANNUAL AVERAGE PROFESSIONAL SERVICES REVENUES OF FIRM FOR LAST 3 YEARS

PROFESSIONAL SERVICES REVENUE INDEX NUMBER

1. Less than \$100,000	6. \$2 million to less than \$5 million
2. \$100,00 to less than \$250,000	7. \$5 million to less than \$10 million
3. \$250,000 to less than \$500,000	8. \$10 million to less than \$25 million
4. \$500,000 to less than \$1 million	9. \$25 million to less than \$50 million
5. \$1 million to less than \$2 million	10. \$50 million or greater

The foregoing is a statement of facts.

a. SIGNATURE

b. DATE

c. NAME AND TITLE

Simon Andrews, Secretary of the Corporation

(If a firm has branch offices, complete for each specific office seeking

Public Works Project No 2016-25

08-092-4277

N/A

6. \$2 million to less than \$5 million
7. \$5 million to less than \$10 million
8. \$10 million to less than \$25 million
9. \$25 million to less than \$50 million
10. \$50 million or greater

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