



CITY OF COMMERCE AGENDA REPORT

Item No.: _____

TO: Honorable City Council

FROM: City Administrator

SUBJECT: AUTHORIZATION TO AWARD A CONTRACT TO GRAPHIC SOLUTIONS TO PERFORM DESIGN SERVICES FOR THE CITYWIDE WAYFINDING AND BRAND IMAGE PROGRAM

MEETING DATE: November 15, 2016

RECOMMENDATION:

Staff recommends that the City Council authorize the award of a contract to Graphic Solutions to perform design services for the Citywide Wayfinding and Brand Image program in the amount of \$96,550.

BACKGROUND:

City of Commerce has been working towards a brand imaging and way finding program for the past few years. This effort became the focus of the City's Beautification Committee (comprised of Mayor Altamirano and Mayor Pro Tem Tina Baca Del Rio). The goal of the Citywide Wayfinding and Brand image program is to implement a functional and integrated system that communicates and markets Commerce brand and guides visitors to more easily find their way to intended locations as well as promote the discovery of the City's many points of interest. The program will serve as a framework to implement a unifying and clear wayfinding system in the City of Commerce that facilitates wayfinding and identify points of interest and City landmarks for both visitors and residents, including but not limited to urban areas, tourist destinations, municipal facilities, parks, and city facilities.

As the City of Commerce is gearing up to deliver a large number of capital projects, there exists the opportunity to incorporate the brand image and the way finding elements into the beautification elements of the capital projects. As such, the Beautification Committee directed the staff to focus on this effort.

The City issued a request for qualifications ("RFQ") for qualified firms to submit a proposal for Citywide Wayfinding Design Services in August 2016. Proposals were due on September 29, 2016. A total of 6 firms submitted an RFQ proposal.

After careful review and ranking by staff, Graphic Solutions was shortlisted based on their expertise, experience with similar and local projects, and project understanding. The firm has extensive experience in implementing wayfinding programs in Southern California. On November 8, 2016 an interview was conducted with the shortlisted firm. Based on both their submitted proposal and the interview, staff recommends City Council to award the project to Graphic Solutions.

ANALYSIS:

The selected firm will develop a brand image and a citywide wayfinding plan and specifications that are both functional as well as reflective of the unique Commerce brand. The scope of work will include preparation of a comprehensive Wayfinding and Brand Image Design Strategy, which will include developing a Brand Image, a Wayfinding Master Plan through community outreach, developing Standard Drawings for the Wayfinding Elements, and Bid Documents (plans, specifications, and estimate).

ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

FISCAL IMPACT:

On June 21, 2016, the City Council adopted the Fiscal Year 2016-17 CIP which programmed \$9.4 Million in CIP projects. A budget of \$100,000 was approved for this project as part of the adopted CIP.

RELATIONSHIP TO STRATEGIC GOALS:

The issue before the Council is applicable to the following Council's strategic goal:
"Improve and maintain infrastructure and beautify our community"

ATTACHMENTS:

1. Graphic Solutions Proposal and Scope of Work
2. Staff Ranking

Recommended by: Maryam Babaki, Director of Public Works & Development Services
Reviewed by: Vilko Domic, Finance Director
Approved as to form: Eduardo Olivo, City Attorney
Respectfully submitted: Jorge Rifá, City Administrator