



## CITY OF COMMERCE AGENDA REPORT

**TO:** Measure AA Advisory Committee **Item No.** \_\_\_\_\_

**FROM:** City Administrator

**SUBJECT:** An invitation to the Measure AA Committee to work with staff in refining the wayfinding documents produced by consultant

**MEETING DATE:** February 27, 2018

---

### **RECOMMENDATION:**

Select Measure AA Committee member(s) to work with staff in refining the wayfinding documents produced by consultant.

### **BACKGROUND:**

The Public Works and Development Services Department was tasked with initiating the City's beautification effort, with City Branding, as well as with as well as examining the potential opportunities for placement and design of wayfinding and gateway signage.

Wayfinding signage expands the City's brand and image and enhances the City's business vitality and civic engagement. It is a critical component of a revitalization strategy as well as creating a vision for the future by defining what it is today and what it hopes to become in the future.

On August 16, 2016, staff was authorized by the City Council to issue a Request for Qualification (RFP) for Citywide Branding and Wayfinding Design Services. On November 15, 2016, staff returned for a recommendation for a contract award to Graphic Solutions to perform the design services for the Wayfinding and Brand Image program. Graphic Solutions has completed the design and has provided the submittal for the wayfinding and brand image.

The invitation to the Committee is for the Committee to select member(s) to work with staff to review, provide input, and provide recommendation on the submitted wayfinding opportunities.

**FISCAL IMPACT:**

At this time there are no fiscal impacts.

**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."*

Approved by: Maryam Babaki, P.E., Director of Public Works and Development Services

Prepared by: Jasmin Elepano, MPA, Senior Management Analyst

Reviewed by: Vilko Domic, Finance Director

Approved as to form: Noel Tapia, City Attorney

Respectfully submitted: Edgar P. Cisneros, City Administrator