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June 25, 1991
REF: 91-05-16

DEPARTMENT OF
PUBLIC WORKS

PARKING DIVISION

CITY OF SACRAMENTO
CALIFORNIA

1023 J STREET
SUITE 202
SACRAMENTO, CA
95814-2877

916-449-5354

June 25, 1991

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: APPROVAL OF CONSULTANT SERVICES AGREEMENT FOR
TOURISTS'/VISITORS' SIGNING PROGRAM

SUMMARY

This report recommends approval of attached resolution, authorizing the City Manager and City Clerk to execute a consultant services agreement with Melanie Doherty Design for an amount not to exceed \$70,100 to undertake a Tourists'/Visitors' Sign Program for the Central City and Old Sacramento.

BACKGROUND INFORMATION

The original scope of work for this project involved only the Old Sacramento Historic District. In March 1989, the Old Sacramento Sign project was reviewed by the Departments of Parks and Community Services, Public Works, and the Community/Convention Center. It was determined that the scope of work should be expanded to a Master Traffic and Pedestrian Signing program for the Central City. The goal of the project is to effectively direct visitors and tourists to special places of interest and historical sites within the City. It will also link the visitor with the public transportation system, including parking access. This will serve as a welcome to the visitor and enhance the City's image from a marketing standpoint.

CONTINUED
FROM 6/25/91
TO T&CD committe.

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A Project Steering Committee was formed with one representative from each of the following, except for Public Works which had three members (Traffic Engineering, Off-Street and On-Street Parking).

- Community/Convention Center
- General Services Department
- Old Sacramento Merchants Association
- Parks and Community Services Department
- City Historian
- Sacramento Housing and Redevelopment Agency
- California State Parks
- Planning and Community Development Department
- Public Works-Transportation Division

The eleven committee members developed the scope of work, published an RFQ for graphic designers, reviewed submittals, interviewed consultants, and selected the finalist.

A series of committee meetings were held with the selected consultant and fees for services were negotiated. The project steering committee determined that it would be in the best interest of the City to divide the project into two separate phases with this consultant.

In Phase One the consultant will analyze main traffic routes into the Central City and develop a cohesive sign program. The program will include the development of actual sign copy, which is actual text to be used on each sign. The program will also include the sign location, sign type, and the required number of each type of sign. Phase One will include the Old Sacramento Historic District and will be considered part of the project's master sign plan to be completed within the consultant service agreement.

Phase Two will use the Old Sacramento portion of the master plan developed in Phase One and produce schematic drawings and specifications for the actual construction of the signs for the Old Sacramento Historic District only. Phase Two costs cannot be determined until after the Phase One analysis is complete.

FINANCIAL DATA

Funds for this project are contained in the Sacramento Sign Project Capital Improvement Project VC-26, which had a balance of \$91,605 in parking funds on June 5, 1991. The proposed consultant services agreement with Melanie Doherty Design is for an amount not to exceed \$70,100.

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Funding is being sought for an additional \$39,000 to reimburse the project for the additional cost of expanding the program to include entire Central City. The following table shows the sources and amounts of those commitments.

SHRA	\$15,000
Community/Convention Center	11,000
Old Sacramento Management Board	2,000
Parking Fund	<u>11,000</u>
Total	\$39,000

Upon completion of the consultant's scope of work, the Department of Public Works will return to the Joint Budget and Finance/Transportation and Community Development Committee and to the City Council with a financial plan and recommendation for the second phase covering the Old Sacramento Historic District implementation.

POLICY CONSIDERATIONS

This project will establish a new standard for traffic and pedestrian signs used to direct visitors to special places of interest and historical sites. This standard will be incorporated into the existing signing ordinance to unify and standardize all special purpose directional signing. The result would be consistent and visually appealing traffic and pedestrian signs throughout the city for providing direction to visitors and tourists.

MBE/WBE EFFORTS

Thirteen firms qualified initially out of 41 inquires. The semi-final review reduced the field to six firms that had performed similar projects. The committee invited three firms for a formal presentation of their qualifications and to provide their expression of the job to be performed.

Of the firms, one was a Woman Business Enterprise and one was a Minority Business Enterprise. The firm selected is Melanie Doherty Design which has been certified through the City's WBE/MBE coordinator as a WBE sole-proprietorship, and is consistent with the City's program goals and objectives.

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RECOMMENDATION

It is recommended that the attached resolution be approved, authorizing the City Manager and City Clerk to execute the Consultant Services Agreement with Melanie Doherty Design for an amount not to exceed \$70,100.

Respectfully submitted,


J. Mark Morgan
Parking Administrator

RECOMMENDATION APPROVED:

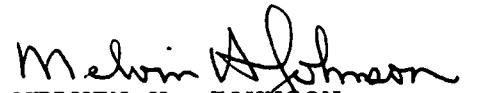

WALTER J. SLIPE
City Manager

Contact Person:

Daniel J. McCann
Chief of Off-Street Parking
449-5354

JMM/rp

APPROVED:


MELVIN H. JOHNSON
Director of Public Works

June 25, 1991
District 1

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

A RESOLUTION APPROVING EXECUTION OF A
CONSULTANT SERVICES AGREEMENT WITH MELANIE
DOHERTY DESIGN FOR PROGRAMMING SERVICES FOR
THE SACRAMENTO SIGNING PROJECT
(CIP - VC 26)

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

That the City Manager and City Clerk are hereby authorized to execute on behalf of the City of Sacramento, the attached agreement for Consultant Services in an amount not-to-exceed \$70,100.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____



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