

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: July 11, 2011
	<p style="text-align: right;">Agenda Item No. 9</p> <p style="text-align: right;">Roll Call No. <u>11-1183</u></p> <p style="text-align: right;">Communication No. <u>11-445</u></p> <p style="text-align: right;">Submitted by: Jeb E. Brewer, P.E., City Engineer</p>

AGENDA HEADING:

Approving Professional Services Agreement with PUSH Branding and Design, for design of Skywalk Sign System Upgrade including final art work, not to exceed \$240,625.

SYNOPSIS:

Recommend approval of the Professional Services Agreement with PUSH Branding and Design, Eric Groves, Creative Director/Owner, 2655 NW 86th Street, Urbandale, IA for a lump sum amount of \$230,625, and reimbursable costs not to exceed \$10,000, to provide professional services for design of the Skywalk Sign System Upgrade including final art work. The Skywalk sign upgrading is a joint project with shared funding among the City of Des Moines, Downtown Community Alliance (DCA), and the Skywalk Association. The Skywalk Association and DCA contributed private funds amounting to 37.5% of the cost for the Skywalk Improvements Study, and are also contributing a total of \$40,000 for this recommended design contract.

FISCAL IMPACT:

Amount: \$240,625

Funding Source: 2011-12 CIP, Page Street - 32, Skywalk System, SID094, TIF Bonds, \$200,625 private funds, \$40,000 (\$25,000 Skywalk Association, \$15,000 Downtown Community Alliance).

ADDITIONAL INFORMATION:

On October 26, 2009 by Roll Call 09-1903 the Council approved a professional services agreement with RDG to conduct a comprehensive study of the Skywalk system, including the outdated signs and directories. The recommendations in this study were presented at the August 9, 2010 Council workshop, and Council expressed a strong interest in moving ahead with necessary steps to implement the signage and wayfinding recommendations.

Staff has continued to work on developing project priorities and funding options with the DCA, Skywalk Association, Des Moines Register, and others. Staff has now negotiated a professional services agreement with PUSH Branding and Design to provide final design for a complete upgrade of the Skywalk sign system. PUSH was the subconsultant who developed the signage and wayfinding conceptual design and recommendations in the Skywalk Improvements Study.

The scope of services consists of updating all the information and mapping for new directional signs, directory kiosks, vertical access signs, street crossing signs and supplementary signs; preparing final

plans and specifications for fabrication and installation of all of the signage elements; and preparing final art production for all of the signage elements. PUSH will also review accessibility requirements and get input from the Access Advisory Board to identify options and a recommended approach to provide accessible wayfinding. If the accessibility features require substantial design work, a supplemental scope of services and compensation will need to be negotiated.

The scope includes full development of static directory kiosks, and some limited design of interactive touch screen directories for approximately one-half of the directory kiosks. The design work in this contract is expected to take approximately six months, and is to be completed by December 30, 2011. It is expected that a supplemental agreement for approximately \$25,000 will be necessary with PUSH to provide construction administration during the construction project for fabrication and installation of the signage elements.

The Skywalk sign upgrading is a joint project with shared funding among the City of Des Moines, Downtown Community Alliance (DCA) and the Skywalk Association. Staff will continue to work with DCA, the Skywalk Association, the Des Moines Register and others to try to develop additional non-City funding for final design, implementation, and ongoing operation to upgrade approximately one-half of the directory kiosks to full interactive touch screen directories with robust current content.

PREVIOUS COUNCIL ACTION(S):

Date: October 26, 2009

Roll Call Number: 09-1903

Action: [Approving](#) Professional Services Agreement with RDG Planning and Design for the Des Moines Skywalk structural and mechanical conditions and improvements study, not to exceed \$135,000. ([Council Communication No. 09-741](#)) Moved by Vlassis to adopt. Motion Carried 7-0

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Normal Council actions on consultant agreements; supplemental agreement for approximately \$25,000 for construction phase services; potential supplemental agreement for final design and development of interactive touch screen kiosk directories with non-City funds.

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the second floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.