

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b>	September 11, 2017
	<b>Agenda Item No.</b>	<b>9</b>
	<b>Roll Call No.</b>	<u>17-1539</u>
	<b>Communication No.</b>	<u>17-658</u>
	<b>Submitted by:</b>	<b>Pamela S. Cooksey, P.E., City Engineer</b>

**AGENDA HEADING:**

Approving exception to Request for Proposals process for good cause and approving Professional Services Agreement with PUSH Branding and Design, Inc. (PUSH), not to exceed \$91,500.

**SYNOPSIS:**

Recommend approval of the Professional Services Agreement with PUSH (Eric Groves, Creative Director, 130 E. 3<sup>rd</sup> Street, Suite 103, Des Moines, IA 50309), to provide professional services for the 2017 Skywalk Signage Update project for a total cost not to exceed \$91,500, based on hourly rates.

**FISCAL IMPACT:**

Amount: \$91,500

Funding Source: Funding Source: 2017-2018 CIP, Page Street Improvements-35, Skywalk System, SW094, T.I.F. Bonds

**ADDITIONAL INFORMATION:**

- On October 26, 2009 by Roll Call No. 09-1903 the Council approved a professional services agreement with RDG Planning & Design (RDG) to conduct a comprehensive study of the Skywalk system, including the outdated signs and directories. The study recommendations 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.
- On July 11, 2011 by Roll Call No. 11-1183, the Council approved a professional services agreement with PUSH to provide final design for a complete upgrade of the Skywalk signage system. PUSH was the sub-consultant who developed the signage and wayfinding conceptual design and recommendations in the Skywalk Improvements Study. The scope of services consisted 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 also reviewed accessibility requirements and received input from the Access Advisory Board to identify options and a recommended approach to provide accessible wayfinding.

- In 2012, new directional signs, directory kiosks, vertical access signs, street crossing signs and supplementary signs were installed. Since this time, there have been many building name changes and other growth throughout the downtown core.
- This scope of services provides the information and content analysis, design, and construction phase services for the 2017 Skywalk Signage Update Project. This includes preparation of construction drawings, and special provisions for improvements required to facilitate the installation of new overhead sign and kiosk directory graphics located throughout the Skywalk System.
- The City Engineer recommends that good cause exists to exempt the procurement of these services from the Request for Proposal (RFP) procurement process, including advertisement, due to the inherent knowledge possessed by the recommended consultant. PUSH developed the original signage and wayfinding conceptual design in 2011. PUSH was part of the project team selected through the RFP Procurement process. PUSH is familiar with unique aspects of the original design of the Skywalk Signage and is best suited to facilitate design of the updates and any necessary repairs.
- Staff has negotiated a Professional Services Agreement with PUSH, for a total cost not to exceed \$91,500, based on hourly rates including reimbursable costs to provide design and construction phase services required for the 2017 Skywalk Signage Update project.

**PREVIOUS COUNCIL ACTION(S):**

Date: July 9, 2012

Roll Call Number: [12-1101](#)

Action: [ASI](#) Signage Innovations (Thomas Latimer, President) for fabrication and installation of an upgrade to the Skywalk Sign System, \$462,400. (Five bids mailed, four received). Moved by Hensley to adopt. Motion Carried 7-0.

Date: July 11, 2011

Roll Call Number: [11-1183](#)

Action: [Approving](#) Professional Services Agreement with PUSH Branding and Design, Inc. for design of skywalk sign system upgrade including final art work, not to exceed \$240,625. ([Council Communication No. 11-445](#)) Moved by Meyer to adopt. Motion Carried 7-0.

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

City staff does not anticipate any future Council actions on the Professional Service Agreement this time; however, unanticipated changes to the Professional Service Agreement would require a Supplemental Agreement, which may require Council action.

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 first floor of City Administration Building, 400 E. Court Avenue Ste.116. 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](mailto:cityclerk@dmgov.org).