



Legislation Details (With Text)

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Title:	Request to Authorize Manager to Enter into a Contract with Axia Creative for a Wayfinding Program. PURPOSE: The purpose of this item is for the Board to consider entering into a contract for wayfinding graphic design and professional services.				
Indexes:					
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Attachments:	1. Attachment 1 - Existing Sign Inventory, 2. Attachment 2 - Axia RFQ Response, 3. Attachment 3 - Detailed Scope of Work				

Date	Ver.	Action By	Action	Result
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TITLE:

Request to Authorize Manager to Enter into a Contract with Axia Creative for a Wayfinding Program.

PURPOSE: The purpose of this item is for the Board to consider entering into a contract for wayfinding graphic design and professional services.

DEPARTMENT: Economic and Community Development

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INFORMATION: The Board directed staff to move forward with the implementation of the Parking Study recommendation to develop a wayfinding system that directs visitors to the downtown and available parking. VHB Consultants have begun the process of creating an inventory of existing signage (Attachment 1).

Staff developed an RFQ to hire a qualified consulting firm to assist with graphic design and professional services for the development of a comprehensive wayfinding system. The RFQ outlined the following scope of work;

- **Design:** In a workshop format, meet with town advisory board members up discuss and explore 1- Overall Design, 2- Destinations, 3- Messaging and 4- Cost options. Prepare detailed designs for select sign types such as: A -Main Thoroughfare Wayfinding, B -Downtown Pedestrian Oriented Signage C- Parking lot signage D - Visitor Information Kiosk. Present three design concepts for workshop discussion, refine designs for group review. Present designs to Board of Aldermen for final approval and develop final designs into a wayfinding guidebook complete with detailed working drawings and installation specifications and maps to be used in final bidding documents.
- **Mapping:** Design work includes analyzing existing traffic patterns and means of accessing downtown,

parking lots, and expected future land use patterns/projects. Any additional map corridors that should include signage. Work with advisory group to identify and locate civic and cultural destinations, points of interest and parking opportunities.

- **Messaging:** Review key destinations and develop a destination list including recommended terminology for primary and secondary destinations. Develop a hierarchy of information, determine what sign types and wayfinding elements will be needed. Develop the preliminary wayfinding logic.
- **NCDOT Approval:** Format final designs into a complete document with detailed working drawings and installation specifications and maps based on guidelines from NCDOT. Meet with Town of Carrboro staff and NCDOT staff to review project scope and develop a line of communication with selected NCDOT engineers. Assist Town staff with NCDOT encroachment agreements and standard NCDOT forms.
- **Bid Process:** Assist in advertisement for bids and distribution of project documents. Respond to project related technical inquiries. Prepare and distribute Addenda, if required. Conduct pre-bid conference and bid opening. Tabulate bids, review and evaluate bids and bidder qualification submittals. Work with town staff as needed to negotiate bids and award contract.

A selection committee reviewed the seven (7) responses from vendors for the Town's RFQ. The committee included town staff and a representative of the Arts Committee, TDA and ESC. The committee is recommending AXIA Creative, (Attachment 2) please note the examples of previous projects. AXIA was selected based on the following criteria 1) brand awareness, 2) process including public input, 3) timeframes for implementation, and 4) quality of work, uniqueness, and stylistic approach.

Staff has worked with the consultant to negotiate a more detailed scope of work including dates for meetings with the Joint Advisory Boards and a public workshop (Attachment 3) and price for services of \$52,600.

FISCAL & STAFF IMPACT: The TDA has agreed to reimburse the Town for the cost of developing the wayfinding program up to \$53,000. A budget ordinance was passed during the 1/16/18 Board of Aldermen meeting. Staff time and resources will be absorbed within department budgets.

RECOMMENDATION: Staff recommends the Board consider directing the Town Manager to enter into a contract with Axia, Creative in the amount of \$52,600.