



MEMORANDUM

To: Mayor and City Council

From: Edie Damann, Marketing and PR Manager

Date: September 12, 2011

Subject: Contract Award for RFP 11-06: Planning, Design, and Engineering of a Gateway, Wayfinding, and Park & Facility Signage System

Item Description

Earlier this year City staff tasked themselves with the goal of creating a wayfinding, signage, and gateway program for the City of Dunwoody. The City of Dunwoody currently has no unified wayfinding signage system. While there are a few city directional signs, motorists in Dunwoody rely mostly on the signage of private commercial and residential development and the Georgia Department of Transportation (GDOT).

A successful wayfinding system will direct drivers and pedestrians to important destinations, heighten interest by highlighting key attractions and reinforce community identity with repeated forms, colors and text fonts. A well developed and thorough Wayfinding Sign System Plan will complement and enhance the current and future design efforts along the City's major roadways, parks, and facilities by adding elements that reinforce the community's identity and sense of place.

The Wayfinding Sign System Plan will serve as the framework to implement an attractive and effective signage system throughout the City that facilitates wayfinding for visitors and residents to government facilities, shopping areas, parks, and other facilities.

The City's RFP 11-06 for Planning Design, and Engineering of Gateway, Wayfinding, and Park & Facility Signage Systems was issued in July with packages due on August 16. The City received eight packages from both local and national firms specializing in wayfinding design and planning.

The staff selected to participate in the review and selection process included:

- Warren Hutmacher, City Manager
- Michael Smith, Public Works Director
- Edie Damann, Marketing and PR Manager
- Brent Walker, Parks and Recreation Manager

Background

The designated selection committee evaluated and ranked the submitted proposals based on the established criteria including firm qualifications, proposed management plan and approach of work, clarity of proposal, cost proposal fee, and presentation. The selection committee met on August 23 to consolidate scoring sheets and select a short list of firms to



interview. Three firms were selected to participate in face-to-face interviews on August 29 and 31. These firms were:

- Jones-Worley Design Inc.
- Kerestes-Martin Associates, Inc. (KMA)
- Sky Design

Each of the selected firms was given a one hour interview, consisting of a general company overview, relevant case study, and time for questions. Following the conclusion of the final presentation, the selection committee recorded final scores.

The final scores are as follows:

Firm	Score	Cost
KMA/Reece Hoopes and Fincher	294	\$39,247
Sky Design	292	\$42,000
Jones-Worley Design Inc.	278	\$39,500

It is the belief of staff that Kerestes-Martin Associates, Inc. is the firm best suited for this important task. KMA has experience with similar projects all over the U.S. including the wayfinding signage for Kennesaw, GA. The KMA team has created signage systems for areas as small as 10 acres to cities as large as 48 square miles. The design team will include experts in the areas of programming/planning, land planning, landscape architecture, engineering, project management, and construction supervision. Additionally, KMA will be utilizing the services of Dunwoody based landscape architecture firm Reece Hoopes Fincher (RHF).

Their combined experience and expertise in the field of wayfinding and signage design and implementation best suit them to the needs of the City.

The City has budgeted \$150,000 for wayfinding design, engineering, and implementation. \$39,247 of the budget will be allocated towards the design and engineering of the Wayfinding Signage Plan with \$110,753 returned to General Fund reserves. Staff has requested funds for the fabrication and installation of signage in the 2012 budget for phased implementation.

Recommendation

Staff respectfully requests that Council: (1) award Purchasing Contract 11-06 Planning Design, and Engineering of Gateway, Wayfinding, and Park & Facility Signage Systems to Kerestes-Martin Associates, Inc.