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**TO:** Chair and Members of the Board

**FROM:** Diane Colonna, Executive Director

**DATE:** January 11, 2017

DISCUSSION AND PRESENTATION ON THE WAYFINDING SIGNAGE PROGRAM

**BACKGROUND:** The City and the MCRA have made strides in rebranding the City with the adoption of a new logo and tagline in efforts to build a recognizable identity and create a sense of place. As part of this ongoing initiative, and as outlined in the Marketing Plan, the MCRA issued a Request For Proposals (RFP) to find a qualified and experienced firm to provide planning and design services of wayfinding signage for various locations within the City. In May, the Board approved entering into an agreement with Axia Creative to provide those services.

Since that time, Mr. Todd Mayfield of Axia Creative has completed the following:

- An area analysis
- Conducted staff and stakeholder meetings
- Created and presented design concepts to the public, wayfinding and image committees for input and discussion

Based on comments received, revised design concepts were developed echoing suggestions made at those meetings to present to the Board for discussion and input.

The final phase under the agreement with Axia includes refinement of the design and wayfinding plan and obtaining cost estimates for fabrication and installation. Based on cost, the design may need to be value-engineered and a phased implementation plan may need to be created based upon annual funding allocations.

**RECOMMENDATION:** For discussion and input.

**FISCAL IMPACT:** Funding is allocated in FY 2017, (Account 340-0510-512-68-33) Wayfinding Signage in the amount of \$200,000 for fabrication and installation. This is an initial budget-the program will be ongoing and additional funds will be allocated in future budgets to replace and add signage throughout the CRA district.

**CONTACT PERSON:** Kim Vazquez, Project Manager