



## Legislation Text

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

**FROM:** Diane Colonna, Executive Director

**DATE:** May 11, 2016

APPROVING AN AGREEMENT WITH AXIA CREATIVE FOR THE PLANNING AND DESIGN OF WAYFINDING SIGNAGE SERVICES.

**BACKGROUND:** Over the past year, 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 effort, 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.

Four (4) proposals were submitted by the closing date of February 9, 2016, after which one (1) of the firms withdrew due to scheduling conflicts with other projects. An Evaluation Committee comprised of Alison Saffold, Communications and Marketing Coordinator, Sarah Blake, MCRA Marketing Manager, Andrew Pinney Associate Planner, Nick Cucunato, Public Works Superintendent and Kim Vazquez, MCRA Project Manager reviewed and received presentations from the remaining three (3) responses and made recommendations based on weighted criteria outlined in the RFP.

The results of the review were as follows:

Ranking	Firm	Total Points (out of possible score of 100)
1	Axia	459
2	Merje	457
3	fd2	411

Staff recommends accepting the recommendation of the Committee and entering into an agreement with the highest ranked qualified firm, Axia Creative, in the amount \$48,290 which includes the cost for specified services and contingency. The agreement is for a one-year period with option to renew for two (2) additional one (1) year periods if necessary.

**RECOMMENDATION:** Approve the Resolution authorizing an agreement with Axia Creative for Planning and Design of Wayfinding Signage services.

**FISCAL IMPACT:** Funding is allocated in 340-0510-512.68-33.

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