



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: March 14, 2017

TO: Mayor and Councilmembers

FROM: Transportation Planning and Parking Division, Public Works Department

SUBJECT: Contract For Construction Of The Citywide Wayfinding Signage Program

RECOMMENDATION: That Council:

A. Award a contract with Frank & Son, Inc., dba Express Sign & Neon, in their low bid amount of \$319,470 for construction of the Citywide Wayfinding Signage Program, Bid No. 3814; and authorize the Public Works Director to execute the contract and approve expenditures up to \$31,947 that may result from contract change orders for extra work and differences between estimated bid quantities and actual quantities measured for payment for a total contract amount of \$351,417; and

B. Appropriate \$42,995 from the Waterfront Fund Reserves, above policy requirements, to cover the cost of construction related to the Waterfront Department's component of the Citywide Wayfinding Signage Program.

DISCUSSION:

Background

With an interest in providing tourists and professionals with the best possible experience while visiting the City, Visit Santa Barbara asked Council for a cohesive wayfinding signage program to improve visitor access and connectivity in Santa Barbara. In response to this request, Council appropriated \$250,000 in January of 2014 in the General Fund to design a cohesive wayfinding program to direct visitors and residents to key landmarks throughout the City. On January 27, 2015, Council authorized the City to contract with Hunt Design to review the City's existing directional signage, offer suggestions for elimination and/or retention of the current inventory, and design a comprehensive and attractive Citywide Wayfinding Signage Program (Program).

Over the course of the year, Hunt Design developed the Program in close coordination with a group of community stakeholders, City staff from multiple departments, and an ad-hoc design review sub-committee, comprised of representatives from the Historic Landmarks Commission, Architectural Board of Review, and the Sign Committee. Hunt Design developed a comprehensive Program and identified installation phasing options based on funds available. On November 24, 2015, Council directed staff to install Phase I of the Program.

The Program was presented to the Historic Landmarks Commission and the Architectural Board of Review and received full design support on October 21, 2015, and October 26, 2015, respectively. The Sign Committee granted project approval on November 18, 2015. Subsequently, staff worked with Hunt Design to refine the total quantity of signs in the project to maintain the connectivity of the signs throughout town, while keeping the project within budget.

Project Phase Description

The Program as a whole is a community amenity that helps people find destinations within the City. Based on Council direction, the Program was developed to be implemented in two phases as funding is available. Funding has been identified for Phase I. Staff will be requesting \$270,000 in Fiscal Year 2018 for Phase II. The following describes the phases:

Phase I emphasizes pedestrian wayfinding and directions for motorists to available parking. It includes 169 total pedestrian, parking, and vehicular wayfinding signs at the Airport, along the Waterfront, and in the El Pueblo Viejo District downtown. The pedestrian directional signs will be placed in strategic locations along Cabrillo Boulevard, in the Waterfront, to complement the Waterfront Department's existing sign program. Pedestrian directional signs will also be placed along State Street and other planned locations in the Downtown core. This phase also includes pedestrian wayfinding maps at every MTD Shuttle Stop along State Street and Cabrillo Boulevard. Among other information, these maps provide a 5-minute walking radius and highlight popular tourist destinations. In addition to the pedestrian wayfinding component of Phase I, parking directional and lot identification signs will be installed downtown and in the Waterfront along with individual vehicular directional signs providing routes to City parking lots and garages.

Phase II emphasizes vehicular directional signage from the freeway to major destinations and to Cottage Hospital. It includes the installation of the remaining 120 vehicular signs. These signs would be placed at freeway off-ramps and other locations around town.

The contracted work with Frank & Son, Inc., dba Express Sign & Neon, for Phase I of the Program, consists of all labor, material, supervision, mobilization, bonds, insurance, and the equipment necessary to fabricate, remove existing and install 169 new pedestrian, parking, and vehicular wayfinding signs as detailed above.

Contract Bid

One bid was received for the subject work, as follows:

BIDDER	BID AMOUNT
1. Frank & Son, Inc. Los Angeles, CA	\$319,470

This bid of \$319,470, submitted by Frank & Son, Inc., dba Express Sign & Neon, is a responsible and acceptable bid that meets the requirements of the bid specifications. The change order funding recommendation of \$31,947, or 10 percent, is typical for this type of work and size of project.

Funding

This Project is funded by the General Fund (\$127,940), Downtown Parking Fund (\$219,433), Waterfront Fund (\$42,995), and Airport Fund (\$8,195). Sufficient appropriated funds exist in each account to cover the cost of this Project with exception of the Waterfront Fund. The staff recommendation appropriates the required funding for the Waterfront's participation in the Program. The following summarizes the expenditures recommended in this report:

CONSTRUCTION CONTRACT FUNDING SUMMARY

	Basic Contract	Change Funds	Total
Frank & Sons, Inc.	\$319,470	\$31,947	\$351,417
TOTAL RECOMMENDED AUTHORIZATION			\$351,417

The following summarizes all Project design costs, construction contract funding, and other project costs:

ESTIMATED TOTAL PROJECT COST

**Cents have been rounded to the nearest dollar in this table.*

Design (existing contract)	\$100,943
City Staff Costs	\$17,623
<i>Design Subtotal</i>	\$118,566
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Construction Contract	\$319,470
Construction Change Order Allowance	\$31,947
<i>Subtotal</i>	\$351,417
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Construction Management/Inspection (existing contract)	\$5,251
Construction Management/Inspection (by City Staff)	\$37,000
Other Costs (Record Drawings)	\$4,895
<i>Subtotal</i>	\$47,146
<i>Construction Subtotal</i>	\$398,563
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TOTAL PROJECT COST	\$517,129

PREPARED BY: Robert J. Dayton, Transportation Planning and Parking Manager/TG/mj

SUBMITTED BY: Rebecca J. Bjork, Public Works Director

APPROVED BY: City Administrator's Office