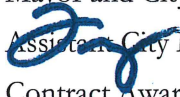
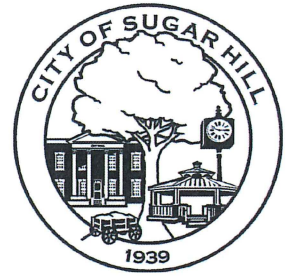


DATE: November 2, 2021
TO: Mayor and City Council
FROM:  Assistant City Manager
SUBJECT: Contract Award
Greenway Signage Program
Project 21-016R



RECOMMENDED ACTION

Award the greenway signage contract to IMG to develop a design as well as manufacture and install all wayfinding signage for the phase I of the greenway project in the amount of \$137,533.00 (one hundred thirty seven thousand, five hundred thirty three dollars and no cents).

BUDGET IMPACT

The funds for this project are available from the 2017 SPLOST through the CIP budget approved in December 2020 for FY 2021 for phase 1 of the greenway project.

DISCUSSION

During the design phase of the first part of the greenway project, it was apparent that a different contractor would serve the project's needs better for the wayfinding and accessories for the project. Therefore, this part of the scope of the trail was broken out to become its own contract opportunity. The wayfinding sign component was advertised as a Request for Proposals in that it includes finalizing initial concepts and themes with contributions from the Friends of the Greenway group and city graphic design staff. In addition to design, the scope of work also includes fabrication and installation of

- 1.) Identification signage at entrance points to trail
- 2.) Wayfinding signage along trail
- 3.) Location identifiers
- 4.) Pylon signs
- 5.) Area lighting

Examples of the types of signs and styles desired were included in the RFP and will be representative of the end product:



A committee of 3 people was assembled to evaluate the submittals for this project on October 25, 2021. Four proposals were considered fully responsive and were scored based on company experience, product proposed, references provided and their fee proposal. The results can be found in the chart below.

Memo: Contract Award
Greenway Signage Program
Project #21-016R

Committee Member	Similar Experience 30%	Product Proposal 25%	References* 10%	Fee Proposal 35%	Rank	totals
United Signs Architectural Signage						
Member 1	5	5	7	8		
Member 2	7	5	5	5		
Member 3	10	8	10	8		
Total	2.20	1.50	0.73	2.45	3	6.88
Knight Sign Industries, Inc.						
Member 1	8	7	8	9		
Member 2	8	5	10	7.5		
Member 3	10	5	9	9		
Total	2.60	1.42	0.90	2.98	2	7.89
Tangram Graphic House						
Member 1	7	9	7	5		
Member 2	8	5	10	2.5		
Member 3	7	5	8	5		
Total	2.20	1.58	0.83	1.46	4	6.08
IMG						
Member 1	10	10	10	10		
Member 2	9	8	10	10		
Member 3	10	8	10	10		
Total	2.90	2.17	1.00	3.50	1	9.57

The scope of the project involves design, manufacture and installation of greenway wayfinding signage. This will include pylon sign, map signs, location identifiers, a mile marker zero medallion and some solar area lighting.

Using the RFP method of procurement, the highest ranking vendor was determined to be IMG of Norcross. We have recently worked with them and were pleased with their performance. Therefore, city staff recommends awarding the project to IMG in the amount of \$137,533.00.