



**TO:** Mayor Shaun Sipma  
Members of the City Council

**FROM:** John R. Zakian, DR Grant Program Manager & Chief Resilience Officer

**DATE:** March 21, 2019

**SUBJECT:** **City Council Approve Engaging Ackerman-Estvold for Wayfinding Sign Study**

**I. RECOMMENDED ACTION**

City Council approve selection of Ackerman-Estvold for Wayfinding Sign Study and authorize contract to carry out Wayfinding Sign Location Study per RFP

**II. DEPARTMENT CONTACT PERSONS**

John R. Zakian, DR Grant Program Manager & Chief Resilience Officer, 423-4528

**III. DESCRIPTION**

A. Background

Two responses were received to the Wayfinding Sign Location Study RFP from Ackerman-Estvold and SRF Consulting Group. Both RFP's were responsive to all requirements of the RFP and provided sufficient cost information to determine both proposal costs meet necessary and reasonable standards for this type of small procurement of professional services. Both proposals were strong and demonstrated capabilities to carry out the desired tasks. The detail and information offered by Ackerman-Estvold made a case for a more efficient timeline in which to complete the work and a clearer plan for connecting with all necessary stakeholders such as the Park District. The Ackerman-Estvold proposal calls for full expenditure of the \$30,000 while the SRF proposal offered total cost of \$29,836. In such professional services contracts as this one especially with a known cost cap, the proposal costs are not a primary weighted factor but the differential in price in this case is inconsequential.

B. Proposed Project

Approval of this selection and authorization of contract will result in carrying out the needed identifications of sign locations both within the downtown and throughout the city for the purpose of promoting and identifying the downtown as well as everything offered in the downtown. It will also take into consideration strategic placing of wayfinding sign locations for pathways, walkways, and bikeways connecting the downtown to the Souris River and connected parks being undertaken by the Park District as part of sustainable resilience activities. The requirements contained in the RFP as well as the specific proposal offered by Ackerman-Estvold will serve as the basis for the study.

**IV. IMPACT:**

A. Strategic Impact:

This study will provide the basis for future activity designed to promote sustainable, resilient growth in the downtown as well as the areas connected to the downtown.

**B. Service/Delivery Impact:**

The work product resulting from this project further supports the goal of the CDBG-NDR Action Plan Planning Activity of developing sustainable, resilient long term economic development growth in key areas impacted by the flood such as the downtown.

**C. Fiscal Impact:**

The \$30,000 will be assigned to the Economic Resilience Strategic Planning Activity in the CDBG-NDR action Plan leaving an approximate unencumbered balance for other uses of \$130,000.

**V. ALTERNATIVES**

N/A

**VI. TIME CONSTRAINTS**

N/A

**VII. LIST OF ATTACHMENTS**

- i.* Copies of 2 proposals which were received