I. RECOMMENDED ACTIONS
   1. Staff recommends the Council approve an amendment to the Wayfinding engineering contract with Ackerman-Estvold to create a Wayfinding Master Plan for the North Dakota Department of Transportation (NDDOT).
   2. Staff recommends the Council approve the budget amendment to fund contract amendment.

II. DEPARTMENT CONTACT PERSONS
   Stephen Joersz, Traffic Engineer – 857-4111
   Dave Lakefield, Finance Director – 857-4774

III. DESCRIPTION
   1. Background
   A wayfinding signage system has been recommended in a number of studies for the entire City and especially its Central Business District. A downtown wayfinding study was completed in September 2019. Similarly designed signs become a recognizable feature and are part of placemaking efforts that not only provide directions to key locations such as the new Hospital, Ice Rinks and State Fair Grounds but also point out key attractions and locations such as museums, the university and downtown.

   2. Proposed Amendment
   As City staff and Ackerman-Estvold began the Wayfinding Signage project last summer, the NDDOT brought forth a new requirement for wayfinding projects. That is the creation of a Wayfinding Master Plan. A Wayfinding Master Plan is a comprehensive report that specifies general practices, sign designs, placement, and more. This Master Plan was outside of the original project scope, but is necessary to meet new NDDOT requirements.

   Working with Ackerman-Estvold, the Master Plan will require an amendment in the amount of $18,000.
IV. IMPACT:

1. **Strategic Impact:**
   This project is consistent with the following items:
   a. The City of Minot Economic Development and Planning goals as set forth in IEDC, downtown planning and comprehensive planning documents.
   b. The signs will provide a consistent style of signage that will be recognizable at a distance as wayfinding directions and locational signs.
   c. The signs will replace older signs with a consistent design that highlights Minot.

2. **Service/Delivery Impact:**
   This project provides visitors with consistent signage for directions and locational needs.

3. **Fiscal Impact:**
   $18,000 from sales tax improvements cash reserves are needed to complete the engineering is needed. The City of Minot will be able to consider the inclusion of implementation plans in the FY2022 CIP budget. Price to be determined subject to future approval.

V. ALTERNATIVES

1. Discontinue existing work.

VI. TIME CONSTRAINTS

The staff is trying to promptly conclude the engineering so that a valid price estimate for implementation of a sign program is available for staff and City Council to consider in the 2022 city capital improvement plan budget.

VII. LIST OF ATTACHMENTS

1. Fee proposal from Ackerman-Estvold
2. Budget Amendment from Finance Department