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CITY OF VANCOUVER

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ADMINISTRATIVE REPORT

Report Date: February 19, 2008
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Meeting Date: March 11, 2008

TO: Vancouver City Council

FROM: General Manager of Engineering Services

SUBJECT: Award of Consulting Contract for Wayfinding Signage Strategy (Request for Proposals #PS07144)

RECOMMENDATION

- A. THAT, subject to the conditions set out in Recommendations B, C, and D, Council authorize a consultancy contract with Karo Group Inc. for the development of a Wayfinding Signage Strategy, up to a maximum total cost of \$114,686 inclusive of GST & disbursements, with funding from the 2008 Operating Budget for Street Furniture Revenue, and an award received in 2007 from UBCM and carried forward for this project.
- B. THAT the Director of Legal Services be authorized to execute and deliver on behalf of the City all legal documents required to implement Recommendation A.
- C. THAT all such legal documents be on terms and conditions satisfactory to the General Manager of Engineering Services and the Director of Legal Services.
- D. THAT no legal rights or obligations will be created by Council's adoption of Recommendations A, B, and C above unless and until such legal documents are executed and delivered by the Director of Legal Services

COUNCIL POLICY

Council approval is required for consultancy contracts over \$30,000. Contracts are to be awarded on the basis of best overall value for the City.

In November 2006, Council approved the submission of a funding application in the amount of \$206,000 to the Union of British Columbia Municipalities (UBCM) Community Tourism Program with \$75,000 for a consultant report on a wayfinding system to be used leading up to, during and after the 2010 Winter Games.

PURPOSE

The purpose of this report is to seek Council authorization to enter into a professional services agreement with Karo Group Inc. to provide the City with a Wayfinding Signage Strategy.

BACKGROUND

The City of Vancouver's 2002 Street Furniture contract has provision for a coordinated suite of street furniture, which is serviced and maintained by the current street furniture contractor through revenues generated by bus shelter advertising. One of the elements within the suite that has not yet been deployed by the City are the "map stands" that could provide the basis for a Wayfinding signage system.

A contemporary wayfinding system would serve both residents and visitors in navigating between various neighbourhoods and points of interest creating a more user friendly public realm. It is anticipated that the final wayfinding strategy will focus mainly on downtown, but may highlight neighbourhood connections and routes of interest, as well as more regional attractions.

Due to limited staff availability and related expertise, a consultant will be used to provide objective, third party assistance to identify issues and propose solutions. The primary role of the consultant will be to provide a strategy for a wayfinding signage system that is intuitive in nature and facilitates quick and easy orientation of pedestrians in the public realm. This signage would be solely for pedestrians and cyclists and not for vehicular traffic movement.

The Consultant would be responsible for:

- a) Developing a comprehensive wayfinding strategy (input from stakeholder groups, including Tourism Vancouver would need to be obtained and incorporated into the maps / information panels),
- b) Recommending other complementary wayfinding strategies and their potential design,
- c) Designing maps/information panels for the wayfinding structures,
- d) Developing guidelines around what level of detail should be provided to give pertinent wayfinding information without unduly benefitting or promoting any individual business or interest,

- e) Developing guidelines for the placement of structures within the public realm in such a manner as to facilitate pedestrian orientation.

DISCUSSION

In November 2007, Engineering Services sought proposals for consultant services related to the creation of a Wayfinding Signage Strategy through Request for Proposals PS07144 ("The RFP").

The RFP was posted on the City's website and BC Bid on November 22, 2007. Four proposals were received and reviewed by the interdepartmental staff team comprising representatives from Engineering and Planning using a comparative and consistent matrix format. The matrix compared the proponent team's knowledge and experience with drafting and designing signage plans, handling stakeholder presentations and communicating feedback, project management and managing subcontractors, proposal content, workplans, and cost.

Through the proposal submission evaluation process and follow up interviews, it was determined by interdepartmental staff that the proposal Karo Group Inc. presented offered the best overall value for the City. The Karo Group team proposed a project budget of up to \$104,260 for professional design consultancy fees, plus GST and approximately 5% of final fees for disbursements. The maximum total cost of the consultancy will be \$114,686 inclusive of GST and disbursements.

A Project Manager from Greenways and Neighbourhood Transportation will manage the consultant under the direction of a Steering Committee. The final Wayfinding Signage Strategy will be developed in consultation with City staff and key stakeholders and then reported to City Council for approval.

FINANCIAL IMPLICATIONS

The development of a comprehensive long-term Wayfinding Signage Strategy will cost \$104,260 plus GST and disbursements. The maximum total cost of the consultancy will be \$114,686 inclusive of GST and disbursements. The source of funds is a \$75,000 award received in 2007 carried forward to 2008 from UBCM for this project, with the remaining \$39,686 from the Operating Budget for 2008 Street Furniture Revenue.

CONCLUSION

A Wayfinding Signage Strategy and its implementation is an important step to assist visitors and residents in navigating the City and important destinations. A consulting services contract with Karo Group will assist the City and its stakeholders to achieve this goal, and entering into such a contract is recommended.

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