

SOUND TRANSIT

MOTION NO. M98-84

Contract for signage design services for Sound Transit BACKGROUND AND COMMENTS

Meeting:	Date:	Type of action:	Staff Contact:	Phone:
Finance Committee	11/5/98	Finance Director Report	Barbara Dougherty	206-684-1357
Finance Committee	12/3/98	Action		

ACTION:

Authorize execution of a contract for system-wide signage design services with Two Twelve Harakawa, Inc. for a total amount not to exceed \$450,000.

BACKGROUND:

Sound Transit holds multiple contracts for design and construction of light rail, commuter rail and express bus stations and related facilities. In order to carry out the Board's policy direction for system-wide signage in Motion 98-58, adopted August 13, 1998, staff proposes contracting for the services of a team of experts in signage and wayfinding for major transportation systems. Execution of the proposed contract for signage design services now will ensure that station design and signage design proceed in parallel and be integrated in support of effective wayfinding and customer information.

The signage design services provided by the consultant will allow Sound Transit to move ahead in a timely manner with research, analysis, and design for all signage and information needs for all stations and facilities provided for in the Sound Move program.

Phase I of this contract will include:

- researching and identifying the types of signage and information needed to direct customers to Sound Transit facilities and in how to use the system;
- researching and identifying other information needs at stations and other facilities, including surrounding roadways and highways;
- researching and evaluating Sound Transit signage needs in concert with our partner transit agencies, to work towards the goal of a seamless public transit system in the Puget Sound area;
- researching and identifying all regulations that will govern and/or determine signage requirements in other jurisdictions and from other agencies, from municipal sign codes to state highway sign regulations;
- researching the information needs of special populations, including persons with disabilities, to ensure that all Sound Transit customers have equal access to the system;

Phase II will involve working with other Sound Transit architectural, engineering, and design consultants and public artists to develop a signage system that is integrated with all physical design and communication elements. It will also involve ensuring that these elements work and are in keeping with other Sound Transit identity elements.

Phase III will encompass developing a signage design manual to provide guidance to Sound Transit's architects, engineers, designers, and artists, who will be conducting final design, construction, and installation of signage and information elements. The design manual and other guidelines are needed to direct Sound Transit's engineering, architecture, design, and public art staff in design and construction for signage and information systems for all the Lines of Business.

RELEVANT BOARD POLICIES AND PREVIOUS ACTIONS TAKEN:

- ◆ Resolution No. 78-1 (April 9, 1998)
(Resolution No. 78-1 grants the Finance Committee authority to execute contracts up to \$5,000,000, and allows the Board to authorize non-standard procurements, such as sole source and special circumstances procurements).

- ◆ Motion No. 98-58 (August 13, 1998)
(Motion No. 98-58, addressing the issue areas of ATMs, Bicycles, Passenger Amenities, and Signage for all Lines of Business, includes the following goals.
With respect to signage, Sound Transit shall:
 - develop a system-wide signage program that is clear, concise and consistent as a unified baseline that allows flexibility for each line of business and integrates with other agency signage systems
 - locate trailblazing signs on major interstates, highways, and arterials within a ½ mile radius of facilities, and neighborhood streets within ¼ mile radius as well as main pedestrian routes
 - consider, on a site by site basis, installation of trailblazing signs from major regional facilities
 - work with local agencies to determine appropriate installation locations and responsibility for continued maintenance of trailblazing signs
 - make provisions for locating community bulletin boards at facilities
 - install community bulletin boards upon the formal request of local jurisdictions where agreements are developed for those communities to provide the appropriate media and maintain the bulletin boards, whether it be for paper notices or electronic media, except in the case of major multi-modal facilities
 - locate bulletin boards so as not to interfere with signage, public art or use of the facility and impede traffic flow).

- ◆ Motion No. 98-64 (August 27, 1998)
(Motion No. 98-64, addressing security issues for all Lines of Business, includes the statement that Sound Transit shall provide obvious, legible, clear, and consistent emergency and warning signage in its facilities).

- ◆ Motion No. 98-65 (August 27, 1998)
(Motion No. 98-65, addressing advertising policies for all Lines of Business, includes the statement that Sound Transit shall accommodate for advertising in areas that do not conflict with wayfinding, signage, and operations and should not be located where points of decision are being made or where confusion may result due to its presence).

EXECUTIVE SUMMARY:

Procurement and selection process

On September 10, 1998, Sound Transit announced a Request for Qualifications and Proposals RFQ/P No. RTA/PG 78-98 for signage design services on a contractual basis. A pre-proposal conference was held September 18, 1998. Eight proposals were received and four firms were interviewed. The selection committee determined that Two Twelve Harakawa, Inc. was the most qualified firm.

M/W/DBE participation

Disadvantaged Business Enterprise participation was strongly encouraged. Two Twelve Harakawa, Inc. is a certified Disadvantaged/Minority/Women-owned Business Enterprise. In addition, Two Twelve Harakawa, Inc., will use the subconsultant firms of Maestri and Nakano Dennis who are certified WBE and MBE, respectively, with the City of Seattle and State of Washington. Jon Bentz Design is a qualified Small Business Enterprise that will be utilized.

Funding

Total cost for signage design services will be for an amount not to exceed \$450,000. (The selected firm estimated a high of \$368,168 to perform the scope of work as it is defined at this point. However, Sound Transit may determine that additional tasks will be needed to implement the signage program. Therefore, the requested authorization is for a contract not to exceed \$450,000.) Sound Transit's adopted 1998 budget includes adequate funds to move forward with Phase I. The proposed 1999 budget includes funds to complete the work. Costs are distributed among four departments; light rail, commuter rail, regional express bus, and Public and Government Affairs.

The maximum amount available for the contracts pursuant to this RFQ/P is estimated to be \$450,000. A provision will be included in the contract that Sound Transit does not guarantee to the consultant that Sound Transit will expend the entire value of the contract.

ALTERNATIVES:

To develop an agency-wide signage program and design manual without the professional services proposed in this contract would require hiring additional staff with specific expertise and experience.

CONSEQUENCES OF DELAY:

Design for the commuter rail stations is underway, and preliminary engineering for light rail will begin in early 1999. The consequence of delaying approval of this contract is that design of

stations and other facilities will proceed independently of design for the signage and information systems. The design of stations and other facilities must be integrated with signage design in order to provide the best customer service. Signage that is designed and provided as more of an 'afterthought' has potential cost impacts, in that it may need to be re-designed and re-installed at a later date to improve effectiveness.

LEGAL REVIEW:

The Background and Comments and Motion have been reviewed and approved by the Legal Department.

SOUND TRANSIT

MOTION NO. M98-84

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the Executive Director to execute a contract for an amount not to exceed \$450,000 for system-wide signage design services, including a Signage Design Manual.

Background:

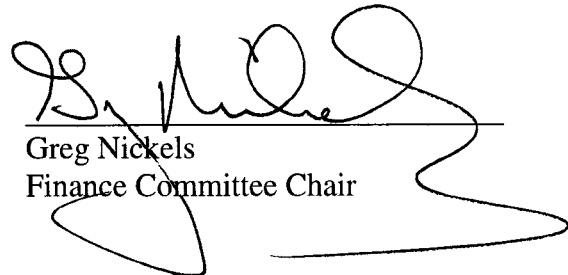
A primary goal in developing a contract for signage design services is to ensure that signage is well designed and well integrated with station and facility design and public art, and that all information systems augment signage and facility design to provide the best possible customer service to Sound Transit users. It is also critical that these services are provided in a timely manner to support the in-service schedule for commuter rail, regional express bus, and Tacoma light rail.

After a competitive procurement process, Sound Transit selected Two Twelve Harakawa, Inc., as the best qualified firm to research and identify Sound Transit's signage and information systems needs; develop a sign design system for Sound Transit; and develop a signage design manual for use by Sound Transit engineers, architects, designers, and artists charged with implementing sign design.

Motion:

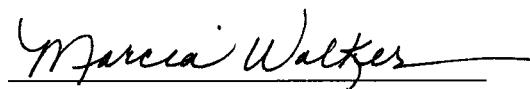
It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority Board that the Executive Director is authorized to enter into a contract with Two Twelve Harakawa, Inc., for an amount not to exceed \$450,000, to research and develop system-wide signage and wayfinding design services and a signage design manual.

Approved by the Finance Committee of the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof on the 2nd day of December, 1998.



Greg Nickels
Finance Committee Chair

ATTEST:



Marcia Walker
Board Administrator