

**MOTION NO. M2012-64**  
**System-Wide Customer Signage Design Services**

<b>MEETING:</b>	<b>DATE:</b>	<b>TYPE OF ACTION:</b>	<b>STAFF CONTACT:</b>	<b>PHONE:</b>
Capital Committee	09/13/12	Final Action	Ahmad Fazel, Executive Director of DECM <b>Debora Ashland,</b> <b>Director of Architecture &amp; Art</b>	206-398-5389  206-689-3309

**PROPOSED ACTION**

Authorizes the chief executive officer to execute a contract with Mayer/Reed to provide system-wide customer signage design services in the amount of \$218,000, with a 10% contingency of \$21,800, for a total authorized contract amount not to exceed \$239,800.

**KEY FEATURES**

- This scope of work covered in this contract includes:
  - Evaluating and analyzing the effectiveness of current customer signage at major facilities
  - Identifying recommendations for signage improvements
  - Identifying the fare enforcement signage requirements under state law
  - Updating the Sound Transit System-Wide Customer Signage Design Manual
  - Cost estimating for existing and new sign types
  - Upgrading Sound Transit's existing customer signage system and production drawings, and adding new sign types.
- The signage evaluation will focus on stations where customer information and wayfinding problems have been identified. These stations include Westlake Station, King Street Station, International District/Chinatown Station, and SeaTac/Airport Station.

**PROJECT DESCRIPTION**

The System-Wide Customer Signage Design Manual provides a customer-focused signage program for Sounder, Link, and ST Express services. This contract will update the eight year old manual based on lessons learned and address Sound Transit's future customer signage needs. The manual update will provide a stronger foundation for internal collaboration of customer signs, reduce conflict and confusion about sign types and locations, and clarify roles and responsibilities between Sound Transit departments. The fare enforcement signage requirements under SHB2252 will be included in the manual update.

**FISCAL INFORMATION**

The work contemplated under this action is budgeted in the DECM departmental staff budget. There is sufficient budget within the 2012 adopted budget for the portion of the work to be completed in 2012. The balance of the work will be completed in 2013. Budget for this work is included within the Proposed 2013 Budget that the Board will review this fall.

**Budget Table**

<b>Current Year Budget</b>	<b>Adopted 2012 Budget</b>	<b>Spent to date in 2012</b>	<b>Contract Expenditures 2012</b>	<b>Remaining 2012 Budget</b>
Art & Architecture Consulting Services	240	0	65	175
Other Services	231	45	0	186
<b>Total Account Category</b>	<b>471</b>	<b>45</b>	<b>65</b>	<b>361</b>

<b>Contract Spending Plan</b>	<b>Prior Year(s) Spending</b>	<b>2012 Spending</b>	<b>Future Expenditures</b>	<b>Total</b>
Mayer Reed	0	65	175	240

<b>Contract Budget</b>	<b>Current Approved Contract</b>	<b>Spent to Date</b>	<b>Proposed Action</b>	<b>Proposed Total Contract Value</b>
Mayer Reed	-	-	218	218
Contingency	-	-	22	22
<b>Total</b>	<b>-</b>	<b>-</b>	<b>240</b>	<b>240</b>
Percent Contingency	-	-	10%	10%

**Notes:**

Amounts are expressed in Year of Expenditure \$000s  
 DECM Department Budget is located on page 95 of the Adopted 2012 Budget

**SMALL BUSINESS PARTICIPATION**

No Small Business goal was established for this contract because of the limited subcontracting opportunities it contains and the likelihood small businesses would comprise a large percentage of the proposers. Mayer/Reed is a Small Business (WBE) firm and will self-perform a majority of the work. In addition, Mayer/Reed will subcontract the following:

<b>Consultant / Subconsultant</b>	<b>Business Type</b>	<b>% of Work</b>	<b>Dollar Value</b>
Jon Bentz Design (Sub)	Small Business	12 %	\$ 27,400
<b>Total</b>		<b>12 %</b>	<b>\$ 27,400</b>

**EQUAL EMPLOYMENT WORKFORCE PROFILE**

18 employees; 50% women; 5.5% minorities

## **BACKGROUND**

The System-Wide Signage Design Manual was created to provide a customer signage program for Sounder, Link, and ST Express services. It was first published in 2000 and later updated in 2004. The manual has not been updated in eight years. The manual established a convenient, easy, and customer-focused wayfinding system for Sound Transit customers as they use different services, make connections to other transportation providers, and navigate stations and facilities. The manual clarifies roles of and directions to Agency staff, transit partners, and other stakeholders who collaborate on the development and deployment of customer signage projects.

Updating the System-Wide Customer Signage Design Manual is important for station design and sign fabrication and installation. During station design, the manual and menu of signs is used by Sound Transit staff to determine location and signs needed for each facility. The manual is also used to create a Sign Location Plan, Signage Message Schedule, and Signage Graphics File. The Signage Message Schedule and Signage Graphics File are used by the signage contractor to achieve accurate fabrication and installation.

Since the 2004 update, a number of additional signs have been developed. Other signs are out-of-date and need to be modified or removed. The reason for an analysis of existing stations is to learn from operating facilities before updating the manual. In addition, in 2012 the State legislature passed SHB2252 which requires posting of conspicuous signage for fare enforcement purposes. Customer and ST staff input over the past few years provides us with a starting point to evaluate the current sign program. Complex facilities were selected to evaluate further with the Signage consultant in order to identify other issues that staff may not yet be aware of. Stations that have higher ridership, multiple entrances, or connections to other modes of transportation were selected. The analysis will provide recommendations for removing out dated signs, updating, or the addition of signs at these facilities as well as modifications to the manual.

In April 2012, a Request for Qualifications was advertised for this contract. Five firms submitted qualifications. Mayer/Reed was selected as the most qualified.

## **ENVIRONMENTAL COMPLIANCE**

JI 7/12/2012

## **PRIOR BOARD/COMMITTEE ACTIONS**

Not applicable to this action.

## **TIME CONSTRAINTS**

A one month delay would create an impact to the project schedule and possibly budget. The budget for this project is split between 2012 and 2013. If the project does not start in 2012, the overall budget available for the work may be impacted. The updated Customer Sign Manual will be used by the East Link final designers who begin work this fall and need the information by early next year.

## **PUBLIC INVOLVEMENT**

Not applicable to this action.

## **LEGAL REVIEW**

BN 9-6-12

## **MOTION NO. M2012-64**

A motion of the Capital Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract with Mayer/Reed to provide system-wide customer signage design services in the amount of \$218,000, with a 10% contingency of \$21,800, for a total authorized contract amount not to exceed \$239,800.

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**MOTION:**

It is hereby moved by the Capital Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a contract with Mayer/Reed to provide system-wide customer signage design services in the amount of \$218,000, with a 10% contingency of \$21,800, for a total authorized contract amount not to exceed \$239,800.

APPROVED by the Capital Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on September 13, 2012.

  
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Fred Butler  
Capital Committee Chair

ATTEST:

  
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Marcia Walker  
Board Administrator