



Agenda Report

MEETING DATE: Tuesday, December 14, 2021

TO: City Council

FROM: ASSISTANT CITY MANAGER VIDES

SUBJECT: RESOLUTION AWARDED CONTRACT TO SELBERT PERKINS DESIGN, A CORPORATION FOR DESIGN SERVICES FOR A CITY-WIDE WAYFINDING SIGNAGE PROGRAM-IN AN AMOUNT NOT TO EXCEED \$109,000

STATEMENT OF ISSUES:

The last wayfinding system for the City of Watsonville was designed in 2000, and since then the City has changed significantly and navigation tools and guidelines have evolved. At that time, four (4) entryway signs and eighteen (18) directional and parking signs were installed.

RECOMMENDED ACTION:

Staff recommends that the City Council adopt a resolution authorizing the City Manager to execute an agreement with Selbert Perkins Design, a corporation to design a new Citywide Wayfinding Signage Program in an amount not to exceed \$109,000.

DISCUSSION:

Wayfinding signs are directional signs that guide people to key destinations and help them locate important resources within the area, such as public parking lots, public buildings, and tourist destinations. The use of consistent terminology and graphics across a range of mediums builds trust in a wayfinding program, gives a user the confidence that the information presented is accurate, up to date, and part of an overall system.

The City of Watsonville issued a Request for Qualifications (RFQ) for the Wayfinding Signage Project on August 25, 2021. Five responses to the RFQ's were received from consultants, reviewed, and ranked. After reviewing the proposals, two of the five consultants were invited to interview and present their qualifications in person. Staff determined that Selbert Perkins Design, is the most qualified consultant with the best understanding of the needs and vision for the Watsonville community. They have significant experience in developing successful wayfinding projects for other cities.

Project Goals:

- Helping visitors and residents navigate to their destinations as easily as possible
- Increased functionality of wayfinding in and around Watsonville

- Develop wayfinding solutions that assist in identifying neighborhoods, businesses, recreational opportunities, key regions, and destinations.
- Coordination of wayfinding & tourism tools, including signage, identify technology.
- Coordinate and build consensus with the stakeholders, approving agencies and community.

The project will include an assessment of existing wayfinding signs, consideration of community entrance/gateway signage, stakeholder engagement, and assistance with procurement, fabrication, and installation. The project will be completed in five phases, and it will take approximately a year to complete. The five phases are:

1. Inventory and evaluation of existing sign program
2. Wayfinding Analysis
3. Concept Generation
4. Design Development
5. Construction Documentation

The wayfinding system project will bring a consistent City image; improve navigation for all modes of travel; guide visitors to landmarks, facilities, and services; establish appropriately themed entry point and promote walking, bicycling and mass transit; and be sustainable as well as expandable.

STRATEGIC PLAN:

The project supports the following Strategic Plan Priority:
4-Economic Development

FINANCIAL IMPACT:

The cost of this design contract is not to exceed \$109,000 and will be funded from the American Rescue Plan Act funds (ARPA).

ALTERNATIVE ACTION:

Council could elect not to approve this design services contract.

ATTACHMENTS AND/OR REFERENCES (If any):

1. Selbert Perkins Design Proposal