



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78602

Submitted By: Kelly Schmidt, Parks & Community Services Director

PRC Meeting Date: March 1, 2021

Agenda Item Wording: Discuss and consider approval of Dripping Springs Park System wayfinding signage project contractor

Agenda Item Requestor: Robbie Zamora

Summary/Background: The Parks and Recreation Commission along with the City of Dripping Springs City council approved the funding for the creation of a Park System – Wide Signage plan in the FY2021 budget. City Park branding, system cohesion and awareness, welcoming and informational kiosks as well as posted policy in each park are a critical component to the parks delivering a full-service experience for guests to the parks and for the Dripping Springs community.

Currently, Dripping Springs parks are fragmented as a system and do not provide the same standard of information or cohesive and organized experience to residents from park to park and/or in each park upon arrival.

Five proposals were received by firms that are interested in working with the City of Dripping Springs in achieving the objective of creating a park system signage plan. The project is budgeted at a total cost of \$50,000. It was estimated that \$10,000 of that would be for creating the standards plan, creating bid documents and \$40,000 would go toward the first phase of implementation. Upon receiving the bids and assessing the various firms' proposals, it is clear to staff what the true costs of developing a comprehensive park system signage standard plan entail.

The budget does cover creation of the plan, phased signage budget creation and bid preparation documents but it will not cover any kind of fabrication and installation. We will have to use the plan to budget and plan for signage fabrication and installation in our various parks over time.

Staff Recommendation: There are several firm submittals that excel at wayfinding signage and have worked with many municipalities throughout the State of Texas and across the US. Staff has narrowed down a recommendation of three firms to assist the

Commission in their selection process - Corbin Design, Merje Environments & Experiences, and Studio Balcones as the top three (3) submissions. Staff will defer to supporting the Parks and Recreation Commission's vision and selection.

Attachments:

1. Bid Package
2. Submitted Proposals
3. Proposal Summary & Score Sheet

Next Steps/Schedule: Award, finalize and execute contract, and begin project.