

VILLAGE OF HOMEWOOD



BOARD AGENDA MEMORANDUM

DATE OF MEETING: July 23, 2024

To: Village President and Board of Trustees

Through: Napoleon Haney, Village Manager

From: Angela Mesaros, Director of Economic and Community Development

Topic: Signage for Public Parking Lots

PURPOSE

Many of the Village's public parking lots have either no signage or inadequate-sized and inconsistent signage. To increase public parking visibility, staff proposes new parking lot identification signs at each of the Village-owned public parking lots and directional signs at key locations along main routes to assist drivers in finding public parking. The signage costs would be funded with American Rescue Plan Act (ARPA) funds to support local businesses.

PROCESS

The current Village wayfinding and parking lot signage dates back to 2007. With the number of new businesses in downtown Homewood that rely on public parking for customers, staff recognizes a greater need for parking visibility. Many of the existing parking lot signs are small and not easily visible. Therefore, staff has designed new parking lot identification and directional signage for the public parking lots. The signs will be illuminated.

Staff issued a Request for Proposals (RFP) on May 24, 2024, for the design, fabrication, and installation of eleven (11) ground-mounted parking identification signs with external illumination and six (6) pole-mounted parking directional signs with internal illumination. The Request for Proposals (RFP) was open from May 24, 2024 to June 11, 2024. Seven (7) vendors responded to the RFP.

Staff from multiple Village disciplines including Economic and Community Development, Public Works, Communications, and Village Manager's Office evaluated the proposals. The proposals were narrowed down to two (2) leading vendors based on the overall "per unit" cost of each proposal, and whether each proposal included all project details specified by Village staff. The remaining two (2) proposals were evaluated through a scoring process, looking at proposals against the following weighted project criteria:

- Adherence to RFP Instructions (5%)
- Company/Vendor Experience and Background (20%)
- Project Design (35%)

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- Project Cost and Financial Viability (35%)
- Additional Details (5%)

OUTCOME

After completing the scoring, and making sure each vendor met Prevailing Wage requirements, Village staff selected ROEDA Signs of Lynwood, IL, as the preferred vendor. The following is staff's evaluation:

- **Design Quality/Clarity:** Roeda provided a high level of detail in sign design and services including product details for solar lighting fixtures and sign features. Roeda provided quality ornamental sign posts and finials capping each post of the ground-mounted signs. Roeda also provided an 8" cabinet sign for a similar cost to the 6" cabinet sign proposed by the other vendor.
- **Project Value:** While the proposal by Roeda was not the least expensive, staff found that their proposal provided the greatest project value of all the proposals received. Roeda adequately responded to all elements of the RFP with high-quality products and comprehensive installation services at a reasonable cost.
- **Customization:** Roeda provided opportunities for customization of signposts, finials, and final sign details with minimal changes to the proposed project cost, and allowed changes until the final fabrication of the signs.
- **Installation Details:** Roeda provided installation details common for this infrastructure project.
- **Past project experience:** Roeda has completed previous exterior sign projects for the Village with a high level of quality. Roeda has familiarity working with the Village electrical systems and parkway infrastructure.

FINANCIAL IMPACT

- **Funding Source:** American Rescue Plan Act (ARPA) Funding
- **Budgeted Amount:** \$90,000 (Signage & Digital Kiosk)
- **Cost:** \$64,463

LEGAL REVIEW

Completed

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RECOMMENDED BOARD ACTION

Authorize the Village President to enter an agreement with ROEDA for Illuminated public parking lot entry signs and parking directional signs.

ATTACHMENT(S)

- Proposal
- Drawings