



Town of Johnstown

TOWN COUNCIL AGENDA COMMUNICATIONS

AGENDA DATE:	May 2, 2022
SUBJECT:	Award RFP for Downtown Johnstown Branding & Wayfinding Project
ACTION PROPOSED:	Award project to Michael Baker
ATTACHMENTS:	<ol style="list-style-type: none">1. Downtown Johnstown Branding & Wayfinding RFP2. Michael Baker RFP3. Draft Michael Baker Service Contract4. Top 5 RFP's<ol style="list-style-type: none">a. Michael Baker (<i>1st attachment</i>)b. Tribe Dev Coc. Selbert Perkins Designd. Ayrese. Linden
PRESENTED BY:	Sarah Crosthwaite, Economic Development Manager

AGENDA ITEM DESCRIPTION:

The Town of Johnstown published the Downtown Johnstown Branding & Wayfinding Project Request for Proposal (RFP) on March 8, 2022. The RFP was available on the Town website and via the Town's Rocky Mountain BidNet account. Additionally, the Town held a virtual pre-bid meeting on March 21, 2022 to answer questions regarding the project and RFP from interested contractors/firms.

The Town closed the RFP on April 8, 2022 and received a total of 15 submissions. As a recap, the Downtown Johnstown Branding & Wayfinding Project RFP sought proposals for the following professional services:

- Development of a brand identity for the downtown corridor
- Town wayfinding signage master plan
- Design and implementation plan of wayfinding signage in the downtown corridor
- Bid and fabricator support for the downtown wayfinding

The purpose of the project is to create a competitive identity for the downtown corridor through an engaging wayfinding system that increases vehicle and pedestrian traffic. Additionally, the Town master

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wayfinding plan should identify a long term strategy of location and implementation of signage that provides connectivity throughout the community as we continue to grow.

Enclosed is the RFP for the Downtown Johnstown Branding & Wayfinding Project and Michael Baker's RFP response. For reference the following entities submitted a proposal (*only top 5 firms RFP's have been attached*):

1. Merje – Bid price \$88,975 plus optional add-on services \$13,000
2. National Signs Plazas, Inc. – Bid price \$80,000
3. Tribe Dev Co. – Bid price \$105,000 (*attached*)
4. Walker Consultants – Bid price \$96,470
5. KMA Design – Bid price \$40,087.50
6. Selbert Perkins Design – Bid price \$83,000 (*attached*)
7. Linden – Bid price \$104,050 (*attached*)
8. Ayres – Bid price \$113,500 (*attached*)
9. Civic Brand – Bid price \$100,000 plus optional add-on services \$10,000
10. Trampoline – Bid price \$119,700
11. OverUnder – Bid price \$111,242
12. Fd2s – Bid price \$103,000
13. Michael Baker – Bid price \$100,000 (*attached*)
14. Guide Studio – Bid price \$127,500 (*over budget*)
15. Tangram Design – Bid price \$69,540

The Town would like to award Michael Baker the Downtown Johnstown Branding & Wayfinding project as their proposal not only met the requirements of the RFP but provided a comprehensive outline of their engagement process to ensure community/stakeholder buy-in along with a proven record of creative placemaking and wayfinding for communities of similar demographics and size. Staff also reached out to the provided references and received positive feedback in terms of the quality work provided by the Project Manager Kristen Cypher. Johnstown is excited to bring this project to our community and begin engaging with our stakeholders to create a robust downtown identity and wayfinding that encourages vehicle and pedestrian traffic to our downtown corridor and ultimately contributes to the vibrancy and growth of the area.

LEGAL ADVICE:

The Town Attorney has been provided the draft service contract agreement for review.

FINANCIAL ADVICE:

The Town has budgeted a max of \$120,000 for this project for FY 2022.

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RECOMMENDED ACTION: Approve awarding the RFP project to Michael Baker and authorizing the Town Manager to sign the service contract pending final review from the Town Manager and Town Attorney.

SUGGESTED MOTIONS:

For Approval: I move to approve the Town of Johnstown to award the RFP project to Michael Baker and authorize the Town Manager to sign the service contract pending final review of the contract by the Town Manager and Town Attorney.

For Denial: I move to deny the Town of Johnstown to award the RFP project to Michael Baker.

Reviewed and Approved for Presentation,



Town Manager

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