



Town of Johnstown

TOWN COUNCIL AGENDA COMMUNICATIONS

AGENDA DATE:	July 3, 2023
SUBJECT:	Award RFP for Downtown Johnstown Wayfinding Signage: Phase 1
ACTION PROPOSED:	Award project to Ad Light Group
ATTACHMENTS:	<ol style="list-style-type: none">1. Downtown Johnstown Wayfinding Bidding Resources (RFP)2. Downtown Johnstown Wayfinding Signage Designs (all phases)3. Ad Light Group Contract (with Exhibit A to be inserted prior to contract execution)4. RFP Submittals<ol style="list-style-type: none">a. Ad Light Groupb. Arapahoe Sign Artsc. DaVince Sign Systems5. Downtown Johnstown Wayfinding Signage Designs – Phase 1 Options
PRESENTED BY:	Sarah Crosthwaite, Economic Development Manager

AGENDA ITEM DESCRIPTION:

The Town of Johnstown published the Downtown Johnstown Wayfinding Signage: Phase 1 Request for Proposal (RFP) on May 26, 2023. 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 May 30, 2023 to answer questions regarding the project and RFP from interested contractors/firms.

The Town closed the RFP on June 16, 2023 and received a total of 3 submissions. As a recap, the Downtown Johnstown Wayfinding Signage: Phase 1 Project RFP sought proposals for the following contractor services:

- Signage Fabrication for Phase 1 signs in the Downtown corridor
- Signage Installation for Phase 1 signs in the Downtown corridor

The RFP outlined Phase 1 signs to include:

- Columnar Gateway (1)
- Curved Corner Gateway (1)
- Sculptural 'J' Gateway (1)
- Pedestrian Mini-Kiosk Sign (1)

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The purpose of the project is to fabricate and install signage in the downtown corridor through a phased approach. The signs have designed by Michael Baker International and represent the new downtown brand that was adopted by Town Council in May 2023.

The total sign family includes (all phases):

- Gateway
- Auto directional
- Columnar gateway
- Destination/directional/parking signs
- Interpretive signs
- Building mounted signs
- Parking stall signs
- Sculptural
- Street name signs
- Trail signs
- Pedestrian kiosk including static and digital

The signs will be installed through several phases with Phase 1 beginning this year. Enclosed is the RFP for the Downtown Johnstown Wayfinding Signage: Phase 1 Project and all 3 bid proposals received. For reference the following entities submitted a proposal with their corresponding bid price for Phase 1:

Contractor	Bid Price
Ad Light Group	\$459,140.29
Arapahoe Sign Arts	\$461,733.38
DaVince Sign Systems	\$520,046.00

The Town’s budget for Phase 1 of the project is \$300,000. We have been working with Ad Light to readjust their bid submittal to provide several options that allow Town Council to decide which sign package (based on the Phase 1 RFP) they would like to move forward with. The following options include:

- Option 1 – Bid price \$404,496.17.
 - Signage Includes:
 - Columnar Gateway
 - Curved Corner Gateway
 - Sculptural ‘J’ Gateway
- Option 2 – Bid price \$296,896.20.
 - Signage Includes:
 - Columnar Gateway,
 - Sculptural ‘J’ Gateway
 - Pedestrian Mini-Kiosk Sign
- Option 3 – Bid price \$283,527.02.
 - Signage Includes:
 - Curved Corner Gateway

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- Sculptural 'J' Gateway

Staff is requesting and recommending awarding the Downtown Johnstown Wayfinding: Phase 1 to Ad Light Group. Additionally, the recommendation includes an award of Option 1 as described above for an amount of \$404,496.17. Ad Light Group's proposal not only met the requirements of the RFP but provided a comprehensive outline of their fabrication and installation process including the hard deadlines to install the sculptural 'J' Gateway Sign by September 3, 2023, the Curved Corner Gateway by November 27, 2023, and the other remaining signs by February 1, 2024.

Additionally, the Project Manager for Ad Light Group lives in Johnstown and will directly oversee the project. Our consultant Kristin Cypher also reached out to the provided references and received positive feedback in terms of the quality work provided by the company including being responsive and keeping the project on budget.

LEGAL ADVICE:

The Standard Contract Agreement was used, and the Town Attorney has been provided the agreement.

FINANCIAL ADVICE:

The Town has budgeted \$300,000 for this project for FY 2023. The total cost for Option 1 is \$104,496.17 over budget. Option 2 and 3 are within or under budget. Funds are preliminarily expected to be available in the Capital Improvements Fund to accommodate this increase in cost. If not, a budget amendment may be necessary at the end of the fiscal year.

RECOMMENDED ACTION: Approve and award the RFP project to Ad Light Group for Option 1 at a cost of \$404,496.17.

SUGGESTED MOTIONS:

For Approval: I move to approve and award the RFP Downtown Johnstown Wayfinding Signage Project to Ad Light Group selected Option 1 at a cost of \$404,496.17 and provide the Town Manager with a 5% financial discretion to complete this phase.

For Denial: I move to deny the Town of Johnstown to award the RFP project to Ad Light Group.

Reviewed and Approved for Presentation,



Town Manager

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