



Recommendation for Action

File #: 21-3244, **Agenda Item #:** 31.

10/14/2021

Posting Language

Authorize negotiation and execution of a contract with Found Design LLC d/b/a Merje, to provide planning and design services, for a term of two years in an amount not to exceed \$250,000.

(Note: This solicitation was reviewed for subconsultant opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were no subconsultant opportunities; therefore, no subconsultant goals were established.).

Lead Department

Purchasing Office.

Client Department(s)

Economic Development Department.

Fiscal Note

Funding is available in the Fiscal Year 2020-2021 Historic Preservation Fund administered by the Economic Development Department Heritage Tourism Division.

Purchasing Language:

The Purchasing Office issued a Request for Proposals (RFP) 5500 BYS3008 for these services. The solicitation was issued on August 24, 2020 and it closed on October 8, 2020 of the seven offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134596)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134596>.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov <<mailto:AgendaOffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Persons: Brenita Wilkison, at 512-974-3164 or brenita.selement@austintexas.gov <<mailto:brenita.selement@austintexas.gov>> or Jim Howard, at 512-974-2031 or jim.howard@austintexas.gov <<mailto:jim.howard@austintexas.gov>>.

Additional Backup Information:

The contract is for planning and design services for the development of a Heritage Tourism comprehensive

multimodal district wayfinding signage program. The program provides a diverse array of signage types that allow for unique district and site branding within consistent designs. This will promote tourism and the convention and hotel industry and raise the market potential for arts, entertainment, and heritage tourism.

As geographically defined destinations emerge around the city, the City seeks to develop a comprehensive wayfinding system that allows for modifications and expansion as these areas seek to provide a unique and pleasant experience for its visitors and convention delegates. The program will include a variety of sign families including, but not limited to the following: gateway, directional, interpretive, street, district, and temporary signage, in addition to, signage for heritage, cultural, entertainment and historic sites and districts, informational bulletin boards and kiosks, and commercial signage compatible with historic buildings and districts.

This is a new contract to create an appendix to the current City of Austin Master Wayfinding Plan that is specific to historic and heritage district tourism. The contractor will be responsible for understanding and complimenting the existing conditions of wayfinding projects and processes in the City, including the Downtown Wayfinding Master Plan.

An evaluation team with expertise in this area evaluated the offers and scored Found Design LLC d/b/a Merje as the best to provide these services based on contractor experience, personnel qualifications, management structure, project work plan, price, local preference, and service-disabled veteran business enterprise.

Strategic Outcome(s):

Economic Opportunity and Affordability, Culture and Lifelong Learning.