



PROCUREMENT AWARD

To:	Mayor Stratthdee and Members of Council
Prepared by:	Kelly Deeks - Johnson, Economic Development Manager
Date of Meeting:	8 May 2018
Subject:	COR 13-2018 Signage and Wayfinding Strategy RFP

PROJECT DETAILS

In March, 2017 the Town of St. Marys submitted an application to the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) for a Rural Economic Development grant to establish a Signage and Wayfinding Strategy for the municipality. The Town was very pleased to receive notification on July 31, 2017 that our application had been successful.

The management of the RED grant and the Wayfinding Strategy was to be led by our Manager of Economic Development. Unfortunately, due to a vacancy in the position, commencing in July, 2017, the management and delivery of the project did not progress. The recruitment and selection process for the vacancy was completed in the fall of 2017 and a new Economic Development Manager was hired in December, 2017. An extension to the timeline of the grant was request by the Town and approved by OMAFRA on April 11, 2018.

The purpose of the Signage and Wayfinding Strategy is to create a system that reinforces the sense of place, identity and interconnectedness of the Town of St. Marys and its features while also improving navigability and wayfinding within Town borders. The project will design a town-wide wayfinding system that addresses the needs of visitors and residents using all modes of transportation.

RECOMMENDATION

THAT COR 13-2018 Development of a Signage and Wayfinding Strategy RFP report be received; and,

THAT the procurement for Development of a Signage and Wayfinding Strategy be awarded to Stempski Kelly Associates Inc. for the procured price of \$17,461.33, inclusive of all taxes and contingencies; and,

THAT By-Law 47-2018 authorizing the Mayor and the Clerk to sign the associated agreement be approved.

PROCUREMENT SUMMARY

A procurement document was administered for the above noted project. The following is a summary of the procurement results, as well as a recommendation for a successful proponent:

The scope of the project was for developing a Signage and Wayfinding Strategy for St. Marys which includes the following:

- Creates a system that reinforces the sense of place, identity, and interconnectedness of the Town and its features;
- Illustrates how to improve navigability and wayfinding to and within St. Marys for pedestrians, cyclists, and drivers;

- Develops a strategy that will assist with creating and promoting a distinct and cohesive design to enhance the Town's images as a welcoming, current and friendly community;
- Develops methods to improve safety through clarifying directions to destinations;
- Illustrates how to better communicate and promote the many features and assets in the Town for the community and visitors;
- Illustrates how to connect key assets and features through signs and messaging.

Procurement Information	Details and Results
Tender Closing Date:	Tuesday, April 10, 2018
Number of Bids Received:	Two (2)
Successful Proponent:	Stempski Kelly Associates Inc.
Approved Project Budget:	\$17, 750.00
Cost Result – Successful Bid (Inclusive of HST):	17,461.33

The procurement document submitted by Stempski Kelly Associates Inc. was found to be complete, contractually acceptable, and ultimately provided the best value for the municipality. As such, staff recommends award of the project to Stempski Kelly Associates Inc.

Bid Summary:

Proponent	Experience/Qualifications/ Project Strategy/References	Cost Scores	Price	Total
Stempski Kelly Associates Inc.	66.5	25.3	\$17,461.33	91.8
Sperry Designs	61.6	24.3	\$17,711.63	85.9

FINANCIAL IMPLICATIONS

The funding sources for the above noted project are as follows:

The total project cost for the Signage and Wayfinding Strategy is \$35,500. The RED grant is funding \$17,750.00 of the expenses with the Town funding the remaining \$17,750.00 through in-kind contributions and \$10,500 worth of expenses paid from the Economic Development budget.

STRATEGIC PLAN

☒ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.

- Pillar #2 Communication & Marketing:
 - Outcome: Develop a signage program at key sites along highways advertising Town amenities and further establish/reinforce brand with in-Town signage and wayfinding.
 - Tactic(s): Wayfinding & Identity
- Pillar #2 Communication & Marketing:

- Outcome: A comprehensive approach to identity promotion- including wayfinding- will help St. Marys in terms of both promotion itself as a destination to the outside world (tourism and attracting new residents), and supporting a sense of common community with current residents.
- Tactic(s): Wayfinding & Identity

OTHERS CONSULTED

Jim Brown, Director of Finance

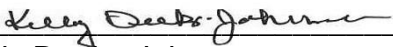
Brett O'Reilly, Corporate Communications Manager

ATTACHMENTS

None

REVIEWED BY

Recommended by the Department

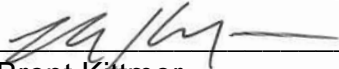


Kelly Deeks-Johnson
Economic Development Manager



Trisha McKibbin
Director of Corporate Services

Recommended by the CAO



Brent Kittmer
CAO / Clerk