

May 17, 2012

12-108      ACCEPT PROPOSAL AND AWARD CONTRACT FOR DISTRICTWIDE WAYFINDING SIGNAGE MASTER PROGRAM TO ANDERSON KRYGIER, INC.

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FINANCIAL RESPONSIBILITY:      Linda Degman, Associate Director, Bond Program

APPROVED BY:      Wing-Kit Chung, Vice-President, Administrative Services  
Randy McEwen, District Vice President  
Dr. Preston Pulliams, District President

REPORT:      The College has a need to hire a consultant with the knowledge and expertise to develop and provide an updated Wayfinding signage master program for the District. The original signage program was developed in 1993 with the last update completed in 2004. Since then, there have been numerous building projects completed. With the 2008 Bond Program, there will be more expansions and renovations that will take place throughout the District. Significant revisions to the existing signage program will be required. This is an ideal opportunity to start the process of updating and refreshing the current signage program into a new comprehensive and contemporary signage program for the District. The successful proposer's services will include, but not be limited to, the following: evaluate the current signage program, provide recommendations to refresh and update the existing program; and develop design guidelines, standards, and fabrication/construction details. The estimated cost for this work will exceed the \$150,000 threshold, which required a formal solicitation process (B505).

On March 1, 2012, the Request for Proposals (RFP) was advertised in the Daily Journal of Commerce, State of Oregon (ORPIN) System and the RFP document was accessible on the PCC Solicitation website. A total of forty-three (43) companies registered and obtained a

copy of the RFP (7 of which are Oregon certified MWESB firms). Within the deadline of 11:00 A.M., March 30, 2012 the College received seven (7) proposals. These proposals were reviewed and evaluated based on their response to the following criteria: project understanding, project team/approach, team/individual capabilities and expertise, approach/work plan, and fee structure. Below is a list of proposers and their final proposal evaluation scores.

<u>Proposers</u>	<u>Proposal Evaluation score</u>
Anderson Krygier, Inc*	554
Mayer/Reed*	534
D G Studios/Ambrosini Design*	466
JRC Design	455
BAM Agency, Inc	446
Focus EGD	438
Selbert Perkins Design	417

The two highest scored proposers were invited for the proposal oral interview process. The committee members evaluated and scored the response/approach of the two proposers on the interview questions focusing on their strategy and experience. Below is a list of proposers' final interview scores.

<u>Proposers</u>	<u>Final Interview Score</u>
Anderson Krygier, Inc	329.9
Mayer/Reed	319.4

\*Oregon Certified MWESB firms

**RECOMMENDATION:** That the Board of Directors accept the proposal and award the contract to Anderson Krygier Inc, to provide a way finding signage master program for the College. The contract will be valid for up to five years or through June, 2017. The initial cost for this contract is estimated to be \$150,000. Funding will be from Bond funds.