



Date: October 2, 2018

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Terry Bellamy, Transportation Director
Subject: Contract for Downtown Durham Wayfinding Program (TIP # C-5605H)

Executive Summary

The Downtown Durham Wayfinding Program is a Congestion Mitigation and Air Quality (CMAQ) funded project to design and install pedestrian and vehicular wayfinding signage to facilitate navigation to points of interest and parking in downtown Durham. On April 16, 2018, the Transportation Department issued a Request for Letters of Interest (RFLOI) for professional firms to provide engineering and environmental graphic design services for the development of a downtown Durham wayfinding signage system plan. Letters of Interest (LOI) were received on May 16, 2018 from five professional engineering and graphic design firms; Found Design, LLC (d.b.a. MERJE), STEWART, VHB, Selbert Perkins Design, and corbindesign. A selection committee reviewed the submittals and recommended interviews to be conducted with the top two scoring firms; Found Design, LLC (d.b.a. MERJE) and STEWART. The interviews were conducted on June 6, 2018 and June 7, 2018 for the two firms respectively. Found Design, LLC (d.b.a. MERJE) emerged as the top scoring firm overall and the selection committee recommended that the contract for the design services be awarded to the firm. North Carolina Department of Transportation (NCDOT) issued a letter of concurrence with the consultant selection process on June 14, 2018.

Recommendation

The Administration recommends that the City Council authorize the City Manager to execute a Design Services contract with Found Design, LLC (d.b.a. MERJE) for the Downtown Durham Wayfinding Program Design (TIP # C-5605H) in the amount not to exceed \$147,392.06.

Background

The recommendation for a wayfinding program for downtown Durham was made against a backdrop of regional efforts to reduce traffic congestion and the attendant daily car emissions of greenhouse gases by reducing visitors' search time for destinations and parking as well as encouraging exploration of the city by walking. In 2017, a project to fund the planning, design and installation of Downtown Durham Wayfinding Signage Program was submitted to the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHCMPO) to compete for federal funding as part of NCDOT's CMAQ application process. DCHCMPO reviewed projects based on emissions reduction, expected new bicycle and/or pedestrian trips, reduction in vehicle travel miles, and cost. This project was approved for funding by DCHCMPO and NCDOT.

The City entered into a municipal agreement with the NCDOT on March 12, 2018 as the first step towards realizing the wayfinding program initiative. It is estimated that the total cost of the project will be \$695,750.00, with the cost of design being \$147,392.06.

Issues and Analysis

Project Area: The CMAQ application identified downtown Durham as the project area given its tremendous growth, traffic congestion, visitor attraction and a corresponding increase in wayfinding needs. While the Downtown Durham Development Tier as identified in the Durham's Comprehensive Plan provides the project extent boundary, the design of the wayfinding program shall ensure easy program expandability and updatability to cater for future downtown growth wayfinding needs.

Project Timeline: The planning and design phase of the project is anticipated to commence in late 2018 and continue through mid-2019. Construction is anticipated to begin in late 2019.

Eligible Expenses: CMAQ funding for planning and design must be directly connected to what is constructed. Therefore, what is designed and built in this project may not be a full and complete wayfinding system but a first phase of a system that could be expanded in the future. Additionally, CMAQ-eligible expenses are limited to wayfinding design and installation only. Other wayfinding-related aspects could be considered for design and installation in the future.

Alternatives

The City Council may choose not to proceed with this project and redirect the funding to another project; however, the City would lose the federal funds for this project.

Financial Impact

The City must program the total cost of the project up front and seek reimbursement of the eligible expenses minus the local match. Currently, there are enough funds in the project to cover the actual design cost of \$147,392.06. The City will be reimbursed approximately \$117,913.64, with local funding covering the additional \$29,478.42.

The actual design cost exceeds the initially estimated design fee cost of \$ 90,750.00 creating a construction-project shortfall of \$56,642.06. This shortfall will be requested to be covered by additional CMAQ funds (80% or \$45,313.06) and additional local match funds (20% or \$11,329.00). The Transportation Department has begun the process to request these additional funds through the MPO and local budget processes. These funds would require a future CIP amendment. In the event the City is not able to provide the additional funding, the project construction scope may be scaled to fit the available project budget or the construction phase would be put on hold until we can identify additional funds. Federal funding requires that the project to be completed within the 10 years of receiving funding for design.

Currently, the total budget for this project is \$695,750.00. After design, the remaining funds available for construction, inspection, testing, and any right-of-way acquisition that may be needed is \$548,357.94. The total estimated project cost to the City is \$139,150.00. Funds are available in the CIP for this design contract.

UBE Summary

This is a federally funded project under the auspices of the NCDOT and was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Found Design, LLC (d.b.a. MERJE) will subcontract to the following certified firms:

Firm	City/State	Amount	% of Contract
Alta Planning & Design	Durham, NC	\$ 17,991.60	% 12.21
Exult Engineering	Raleigh, NC	\$ 15,750.50	% 10.69
LJB Inc.	Garner, NC	\$ 27,069.21	% 18.37

Both Exult Engineering and LJB Inc. are NCDOT certified Small Professional Services Firms (SPSF)

Workforce Statistics

Found Design, LLC (d.b.a. MERJE)

Employment Category	Total Employees	Total Males	Total Females
Project Manager	2	2	0
Professional	3	0	3
Technical	0	0	0
Clerical	0	0	0
Labor	0	0	0
Total	5	2	3

Male:

Employment Category	White	Black	Hispanic	Asian or Pacific Islander	Indian or Alaskan Native
Project Manager	2	0	0	0	0
Professionals	0	0	0	0	0
Technical	0	0	0	0	0
Clerical	0	0	0	0	0
Labor	0	0	0	0	0
Total	2	0	0	0	0

Female:

Employment Category	White	Black	Hispanic	Asian or Pacific Islander	Indian or Alaskan Native
Project Manager	0	0	0	0	0
Professionals	2	1	0	0	0
Technical	0	0	0	0	0
Clerical	0	0	0	0	0
Labor	0	0	0	0	0
Total	2	1	0	0	0

Merje has also provided the following supplemental workforce statistics for the project team.

PROJECT TEAM WORKFORCE REPRESENTATION

PROJECT: CITY OF DURHAM WAYFINDING PROGRAM

FIRM	PRIME / SUB	MALE	FEMALE	AA	AS	C	HIS
Found Design, LLC (MERJE)	Prime	2	3	--	--	2	--
Alta Design & Planning	Sub	4	2	--	--	4	--
Exult Engineering	Sub	1	--	--	--	1	--
LJB Inc.	Sub	5	--	2	--	2	1
TOTALS	MALE	12		2	--	9	1
	FEMALE		10	1	--	9	--

PROJECT TEAM

WOMEN/MINORITY REPRESENTATION: 59%

- All 3 sub-consultants are local to Durham.
- Sub-consultants represent 40% of the total contract fee

AA = African American
AS = Asian
C = Caucasian
HIS = Hispanic

Attachments

1. Professional Service Contract with Found Design, LLC (d.b.a. MERJE) for the Design of Downtown Durham Wayfinding Program (C-5605H)
2. Exhibit A: Design Scope of Work for C-5605H
3. Exhibit B: NCDOT Rates and Mandays for C-5605H
4. Exhibit C & D: Clauses for Contracts involving Federal Financial Assistance