



METROPOLITAN
TRANSPORTATION
COMMISSION

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Administration Committee

DATE: June 7, 2017

FR: Deputy Executive Director, Operations

W.I. 1112

RE: 1. Consultant Bench - On-Call Design Services: Service Categories: a) Print; b) Digital; c) Website; d) Mapping; and e) Wayfinding: Various Firms; and
2. Contract – Mapping and Wayfinding Design Services: City ID Ltd (\$270,000)

This memorandum requests approval of a pre-qualified bench of consultants to provide On-Call Design Services for the following design service categories: a) Print; a) Digital; c) Website d) Mapping; and e) Wayfinding to support various agency projects. This bench will be utilized for a three-year period ending June 30, 2020, with an option to extend for an additional three years. Attachment A to the Request for Committee Approval lists the firms selected for each service category.

In addition, staff requests the Committee's approval to negotiate and enter into a three-year contract, with an option to extend for an additional three years, with City ID Ltd in an amount not to exceed (\$270,000). City ID Ltd shall be directly selected from design services categories d) Mapping and e) Wayfinding to develop design standards and a prototype for the Regional Transit Mapping Project and assist in the development of guidelines for the complementary Regional Urban Wayfinding Program.

Background

In March of 2017, MTC issued a Request for Qualifications (RFQ) to establish an on-call bench of pre-qualified consultants to provide technical assistance for five design services listed above.

Staff presented the Regional Transit Mapping Project concept to this Committee in January 2017. This project will focus on developing a common map language and iconography for use by the region's 28 public transit agencies, and a digital and print prototype of a regional transit map showing the networks for all systems. The project builds on MTC's Transit Hub Signage Program, which has installed station area maps, directional signage, real-time signs and other tools in and around 24 transit hubs around the region.

MTC has identified a total of \$270,000 in Regional Measure 2 Marketing Funds for the Regional Transit Mapping Project and complementary Regional Urban Wayfinding Program in FY 2017-18, subject to approval of the FY 2017-18 agency budget.

Procurement Process

In response to the RFQ issued in March, MTC received Statements of Qualifications (SOQs) from a total of 31 consulting firms. Thirty firms were found to have met the deadlines and the minimum qualifications for at least one area of design specified in the RFQ. An evaluation panel, including staff from MTC, San Francisco Municipal Transportation Agency, and the City of San Jose, evaluated the SOQs based on each firms' qualifications, quality and creativity of samples/ previous projects, cost effectiveness/ reasonableness of hourly rates, and written and oral communications.

Based on the evaluations, staff recommends that the firms shown in Attachment A to the Request for Committee Approval be approved as pre-qualified consultants for the listed Service Categories. The evaluation panel selected firms for the a) Print, b) Digital, c) Website Development, and d) Mapping design service categories due to scoring 70 percent or higher. The panel selected firms for the e) Wayfinding category due to the natural break in scoring at 60 percent.

Eight firms (also shown in Attachment A to the Request for Committee Approval) are not being recommended since the panel deemed them to be not as competitive, based on overall firm experience, the timing of their submission, their pricing, or a combination of these factors.

Award of a contract with one of the pre-qualified consultants may take place by direct selection or via a mini-procurement, pursuant to MTC's procurement procedures. Attachment B includes a summary of the small business and disadvantaged business enterprise status of the recommended firms and their respective subconsultants.

Contract – Mapping and Wayfinding Design Services: City ID Ltd (\$270,000)

In addition, staff requests the Committee's approval to negotiate and enter into a contract into a 3-year contract with CityID Ltd, in an amount not to exceed (\$270,000), with an option to extend for an additional three years, to work on the Regional Transit Mapping Project and Urban Wayfinding Project. The selection of City ID Ltd was based on interviews held with firms submitting Mapping and Wayfinding SOQs. City ID Ltd demonstrated a clear understanding of the complexity of these projects, while their previous work on Legible London, WalkNYC, and within the Bay Area was compelling. Work samples and communications were outstanding. City ID Ltd's hourly rates for project management and staff were reasonable.

Recommendation

Staff recommends that this Committee approve the pre-qualified consultant bench identified in Attachment A to the Request for Committee Approval, to provide On-Call Design Services in the following service categories: a) Print; a) Digital, c) Website; d) Mapping; and e) Wayfinding. This bench will be utilized for a three-year period ending June 30, 2020, with an option to extend for an additional three years.

In addition, staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with City ID Ltd in an amount not to exceed (\$270,000) to provide design support for the Regional Transit Mapping Project and the complementary Regional Urban Wayfinding Program, subject to approval of the FY 2017-18 agency budget.



Andrew B. Fremier

SH:js
Attachment

Attachment A
On-Call Design Services Consultant Selections

List of Selected Firms by Design Category

Design Categories

SELECTED FIRM	A: Print	B: Digital	C: Website	D: Mapping	E: Wayfinding
Alta Planning + Design, Inc.					X
Anthology, LLC	X	X	X		
CHK America, Inc.				X	
Circlepoint	X	X	X		
City ID Ltd				X	X
CityWorks People + Places, Inc.		X	X		
Convey, Inc.	X	X	X		
DCR Design LLC				X	
FivePaths LLC		X	X		
Kimiko Chan Design	X				
Kimley-Horn and Associates, Inc.					X
Keilani Tom Design Associates	X				
lowercase productions LLC	X	X	X	X	X
Moore Iacofano Goltsman, Inc.			X		
Matthew Michael Myers					X
Monroy & Cover Design	X	X			
OneWorld Communications, Inc.		X	X		
Swirl, Inc.	X	X	X		
Steer Davies & Gleave Inc.				X	X
Studio Percolate Design and Photography LLC	X	X			
The Glue, LLC		X	X		
Trillium Solutions, Inc.			X	X	
Number of Firms Selected	9	11	11	6	7
UNSELECTED FIRM					
Barretto-Co. LLC					
Kohnke Design Office					
McGregor Shott, Inc.					
Placeworks, Inc.					
Precisions Group, Inc.					
Producto Studios					
Stamen Design LLC.					
Wilson, Sparling & Associates					

ATTACHMENT B
Disadvantaged Business Enterprise and Small Business Enterprise Status

Firm Name	DBE* Firm			SBE** Firm		
	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Alta Planning + Design, Inc.			X			X
Anthology, LLC	X	42296				X
Studio-A			X			X
Jesse Alvarez			X			
CHK America, Inc.			X			X
Circlepoint			X		40528	X
BetaBreakers			X			
City ID Ltd			X			X
Billings Jackson Design			X			X
DCR Design LLC	X	43559				X
CityWorks People + Places, Inc.	X	42549				X
Civic Resources Group International Incorporated (dba CivicConnect)			X	X	17949 63	
Convey, Inc.	X	38411				
CHS Consulting Inc. (dba CHS Consulting Group)	X	32117		X	11425 62	
Kalamuna			X			X
Dan Ragan						X
DCR Design LLC	X	43559				X
Rich Perkins			X			X
Eisen/Letunic	X	35388				X
FivePaths LLC			X			X
InkeDesign			X			X
Green Ideas LLC			X			X

Attachment B**Page 2 of 3**

Firm Name	DBE* Firm			SBE** Firm		
	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Keilani Tom Design Associates	X	9846				X
Kimiko Chan Design			X	X	20053 30	
Kimley-Horn and Associates, Inc.			X			X
Faith Group LLC	X	34762				X
Keilani Tom Design Associates	X	9846				X
SkyDesign			X			X
lowercase productions LLC			X	X	20007 40	
Applied Wayfinding			X			X
Barbary Coast Consultants			X	X	18028 82	
TransSIGHT	X	42484		X	20046 82	
Moore Iacofano Goltsman, Inc. (dba MIG, Inc.)			X			X
Urban Insight			X			X
Matthew Michael Myers (dba MmM Design)			X			X
Urban Field Studio	X	42566				X
Rick Kos GIS			X			X
Monroy & Cover Design			X			X
OneWorld Communications, Inc.	X	43145		X	18824	X
Swirl, Inc. (dba Sidecar)			X			X
Steer Davies & Gleave Inc.			X			X
T-Kartor USA			X			X
Studio Percolate Design and Photography LLC			X	X	17838 02	
Circlepoint			X		40528	X

Attachment B**Page 3 of 3**

Firm Name	DBE* Firm			SBE** Firm		
	Yes	If Yes, List #	No	Yes	If Yes, List #	No
The Glue, LLC	X	42867		X	20045 28	
Trillium Solutions, Inc.			X			X
BlinkTag			X			X
Transit Marketing			X			X
THINK Graphic Design			X			X
Miles Access Skills Training			X			X

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Consultant Bench

Work Item No.: 1112

Contractors: See Attachment A

Work Project Title: On-Call Design Services (Digital, Print, Website, Mapping, and Wayfinding)

Purpose of Project: To provide print, digital, web, mapping and wayfinding services.

Brief Scope of Work: Provide design services in the following service categories: a) Print Design; b) Digital Design; d) Website Design and Development; d) Mapping Design; and e) Wayfinding Design Services.

Project Cost Not to Exceed: Individual contracts to be determined; the estimated total budget for the contracts has not been determined at this time.

Funding Source: TDA, other sources to be determined.

Fiscal Impact: No immediate fiscal impact until contracts are awarded.

Motion by Committee: That the consultants listed in Attachment A to the Deputy Executive Director's Memorandum dated June 7, 2017 be pre-qualified to enter into contracts with MTC to provide on-call design services on an as-needed basis through June 30, 2020, as described above and in the Deputy Executive Director's memorandum dated June 7, 2017, subject to applicable contract approval procedures and necessary budget approvals, with an option on the part of MTC to extend the bench for up to three years through June 30, 2023.

Administration Committee:

Federal Glover, Chair

Approved:

Date: June 14, 2017

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract

Work Item No.:	1112
Contractor:	City ID Ltd
Work Project Title:	Regional Transit Mapping Project and Urban Wayfinding Project
Purpose of Project:	Development of an integrated Regional Transit Map and Wayfinding system.
Brief Scope of Work:	Develop standards and a prototype for the Regional Transit Mapping Project and for an associated wayfinding system.
Project Cost Not to Exceed:	\$270,000
Funding Source:	Regional Measure 2 Marketing funds
Fiscal Impact:	\$270,000 is subject to approval of MTC's FY 2017-18 budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with City ID Ltd for the development of standards and a prototype for the Regional Transit Mapping Project and Urban Wayfinding Project as described above and in the Deputy Executive Director's memorandum dated June 7, 2017, and the Chief Financial Officer is directed to set aside funds in the amount of \$270,000 for such contract, subject to approval of the FY 2017-18 agency budget.
Administration Committee:	<hr/> Federal Glove, Chair
Approved:	Date: June 14, 2017