



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL** **DATE: MAY 14, 2024**

**FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT** **WARD: 1**

**SUBJECT: APPROVE DESIGN-BUILD SERVICES AGREEMENT FOR REQUEST FOR PROPOSAL NO. 2322, WITH SQUARE SIGNS LLC DBA FRONT SIGNS OF BURBANK, CALIFORNIA, FOR DESIGN-BUILD SERVICES FOR THE FAIRMOUNT PARK WAYFINDING SIGNAGE PROJECT, IN THE AMOUNT OF \$139,950.00.**

## **ISSUE:**

Approve the Design-Build Services Agreement for Request For Proposal No. 2322, with Square Signs LLC dba Front Signs, of Burbank, California, for Design-Build Services for the Fairmount Park Wayfinding Signage Project, in the amount of \$139,950.00.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve the Design-Build Services Agreement for Request For Proposal No. 2322, with Square Signs LLC dba Front Signs, of Burbank, California, for Design-Build Services for the Fairmount Park Wayfinding Signage Project, in the amount of \$139,950.00; and
2. Authorize the City Manager, or designee, to execute the Design Build Services Agreement with Square Signs LLC dba Front Signs, including making minor and non-substantive changes.

## **BACKGROUND:**

The Community Development Block Grant (CDBG), is part of the United States Department of Housing and Urban Development (HUD), provide annual funding to local entitlement communities for a wide range of programs, such as infrastructure, affordable housing and economic development.

On May 9, 2017, City Council approved the recommendation from Community and Economic Development Department (CEDD) of CDBG funding for the Program Year 2017/2018.

On March 16, 2018, a memorandum of understanding (MOU) was made between the CEDD and Park, Recreation & Community Services Department (PRCSD) for the allocation of \$190,000 from

its 2017-2018 CDBG. The CDBG funds were to be utilized for design, bidding, construction, inspection, and administrative costs for signage improvements at Fairmount Park.

## **DISCUSSION:**

Fairmount Park is a 280-acre park designed by the world-renowned Olmsted Brothers landscape architecture firm in 1911. The park is a major point of interest in the Downtown Riverside area, and includes lakes, playgrounds, water play splash pad, shaded picnic areas, golf course, boat house, band shell, rose garden, the Izaak Walton clubhouse, and acres of open space and wildlife habitat. The park hosts large community events such as Summer Concerts in the Park, 5K runs, and Walk with the Animals. Several of the amenities at Fairmount Park are available for private rentals for weddings, parties, meetings and other large group gatherings. These events often draw guests who are not familiar with the park's layout. Similarly, local residents often have trouble finding their way in the park. The venues and points of interest, as well as several parking lots, are spread out over the park's acreage with streets interspersed for vehicular circulation. Wayfinding and directional signage is needed to help visitors find their destinations more easily and efficiently to make visits to the park safer and more enjoyable. Additionally, the park has many pathways for pedestrians allowing people to walk around the lake and to the various points of interest. Wayfinding signage is also needed to help pedestrians find their way around the park more efficiently.

On November 17, 2023, the Purchasing Division posted Request For Proposal (RFP) No. 2322 for the Design/Build Services for Fairmount Park Wayfinding Signage project on the City's website. Upon posting, 821 vendors were notified automatically via PlanetBids, in addition to an advertisement that was posted in the Press Enterprise informing the public of the procurement. Thirty-eight (38) prospective bidders were listed, of which there were sixteen (16) that identified themselves as potential Prime bidders. Upon bid opening, the City received one (1) proposal on the City's PlanetBids website. The City reached out to the remaining fifteen (15) potential prime bidders who declined to bid and inquired about their reasons for not submitting. Two (2) vendors responded to the request, one stating that the work was out of their scope, one stated that they were short staffed at the time and unable to submit a proposal in time.

After review by the Purchasing Division, it was found that the received proposal was deemed to be responsive. Subsequent to the evaluation, staff negotiated with Square Signs LLC dba Front Signs to reduce their price by \$54,350 to fit within the project budget.

PRCSD recommends that a Design-Build Services Agreement in the amount of \$139,950 be awarded to Square Signs LLC dba Front Signs, of Burbank, California, for the Fairmount Park Wayfinding Signage Project. The Fairmount Park Wayfinding Signage project scope of services includes the following tasks:

- Design services including project management, inventory of existing signs and site analysis for placement of new wayfinding signs, community outreach, design development and preparation of construction documents.
- Construction services including fabrication and installation of the signs, and minor irrigation and landscape improvements to accommodate the signs.

The Purchasing Resolution No. 24101 Section 508 (c) states that "Contracts procured through Formal Procurement shall be awarded by the Awarding Entity to the Lowest Responsive Bidder, except that: Contracts procured through Formal Procurement for Services or Professional Services, where a Request for Proposals or Request for Qualifications was used to solicit Bids,

shall be awarded by the Awarding Entity in accordance with the evaluation criteria set forth in the Request for Proposals or Request for Qualifications.”

The Purchasing Manager concurs that the recommendation is in compliance with Purchasing Resolution No. 24101 Section 508(c).

## **STRATEGIC PLAN ALIGNMENT**

This item contributes to the Envision Riverside 2025 City Council **Strategic Priority 1 – Arts, Culture and Recreation**, which aims to provide diverse community experiences and personal enrichment opportunities for people of all ages. **Goal 1.3**, to improve parks, recreational amenities, open space, and trail development, and fulfill critical lifecycle and facility maintenance needs, **Goal 1.4**, to prioritize safety at parks, trails, arts, cultural and recreational facilities. The item also contributes to **Strategic Priority 6 – Infrastructure, Mobility and Connectivity**, which aims to ensure safe, reliable infrastructure that benefits the community and facilitates connection between people, place and information. **Goal 6.2** - Maintain, protect and improve assets and infrastructure within the City’s built environment to ensure and enhance reliability, resiliency, sustainability, and facilitate connectivity.

This item aligns with the following Cross-Cutting Threads:

1. **Community Trust** - The 2017/2018 CDBG program, including this project, was adopted after community outreach was conducted by the Community and Economic Development Department.
2. **Equity** - Fairmount Park offers many free recreational opportunities to all members of the public. This project benefits everyone who visits Fairmount Park.
3. **Fiscal Responsibility** - Standard City public procurement methods were utilized to solicit proposals from local firms. Fair and unbiased evaluations were conducted by City Staff members to make the final determination in accordance with adopted Purchasing Resolution No. 24101 section 508(c).
4. **Innovation** - This project is responding to the community’s need to prioritize safety at the parks and facilitate connectivity within the park to neighboring communities.
5. **Sustainability and Resiliency** - Riverside is committed to meeting the needs of the present without compromising the needs of the future and ensuring the City's capacity to persevere, adapt, and grow during good and difficult times alike. The signage additions will enhance connectivity between neighborhoods and communities surrounding Fairmount Park, and improves usability of the park. The project encourages and provides access to healthy recreational and community bonding opportunities to improve the overall quality of life for all City of Riverside residents.

## **FISCAL IMPACT:**

The total fiscal impact of this action is \$139,950.00. Sufficient funds are budgeted and available in the Grants & Restricted Programs Fund, Fairmont Park Signage Improvements Project account number 9264110-440120 to award the proposal and approve the agreement.

Prepared by: Alyssa Lozano, Park Planner  
Approved by: Pamela M. Galera, Parks, Recreation and Community Services Director  
Certified as to  
availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer  
Approved by: Kris Martinez, Assistant City Manager  
Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. Design-Build Agreement
2. RFP Award Recommendation
3. Draft Sign Concepts