

# PURCHASE ORDER

No. 2014-00001464  
 DATE: 02/13/2014  
 PAGE: 1 of 1  
 FOB DESTINATION

**Ship To**  
 CITY OF TROY  
 Library  
 510 W BIG BEAVER  
 TROY, MI 48084

**Bill To**  
 CITY OF TROY  
 Library  
 510 W BIG BEAVER  
 TROY, MI 48084

**COUNCIL RESOLUTION**  
 2014-02-017-J-4f

**VENDOR NO.** 168749

**Vendor**  
 KERESTES-MARTIN ASSOCIATES, INC DBA KMA DESIGN  
 301 EAST MAIN STREET  
 CARNEGIE, PA 15106

| QUANTITY | UNIT | DESCRIPTION   | UNIT COST   | TOTAL COST  |
|----------|------|---|-------------|-------------|
| 1        | Each | Professional Wayfinding Analysis and Consulting Services as per the Terms, Conditions, Scope of Work and Project Timeline in accordance with RFP-COT 13-36. Certificate of Insurance shall be on file and maintained with the City of Troy for the duration of the contracted services. Contact Cathy Russ to schedule start date as per the timeline as detailed in the RFP. 248 524-3544. | 18,105.0000 | \$18,105.00 |

Entered By: MaryBeth Murz

\$18,105.00

**Special Instructions:**

City Council Approval Date: 2/10/2014.

**TERMS & CONDITIONS**

1. Purchases of Municipalities are exempt from State Sales and Federal Excise Taxes.
2. Prior to acceptance, vendor agrees to provide City with information under the Right-to-Know Law, P.A. 1986, No. 80, and fully comply with all terms and conditions of the Michigan Occupational Safety and Health Act, MCL 408.1001, et seq. including vendor shall provide City with an "MSDS". Vendor also agrees to be responsible for all required labeling.
3. In cases of emergency/disaster, the City can purchase up to six(6) times the order amount for a period of six(6) months at the price contained in the contract.
4. Purchase Orders are signed electronically based upon computer generated "on-line" authorized approvals. Authentic signatures are on file in the City of Troy Purchasing Department.

NOTICE: The City could put the vendor on notice that vendors will be held financially responsible for any claims or awards made against the City as a result of the vendor's action. If the City has to defend the initial lawsuit, the City will bring in the vendor as a co-defendant or sue the vendor, either as the result of settling a claim or the conclusion of the lawsuit.

I HEREBY CERTIFY THAT THIS ORDER IS PROPERLY AUTHORIZED AND APPROVED.

*MaryBeth Murz*



## CITY COUNCIL AGENDA ITEM

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Date: February 6, 2014

To: Brian Kischnick, City Manager

From: Mark F. Miller, Director of Economic & Community Development  
MaryBeth Murz, Purchasing Manager  
Cathleen Russ, Library Director  
Andrew Opalewski, Marketing Coordinator

Subject: Standard Purchasing Resolution 8: Best Value Award - Wayfinding Consultant Services for the Troy Public Library

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### **History**

In 2012, the Troy Public Library conducted a study that led to the development of the Library's 2013-2015 Strategic Plan. A priority action item of the Library's Strategic Plan is to "make it easier for users to navigate the Library – finding materials and finding places (computer area, youth area, restrooms, etc.) – through effective signage, low-cost reorganization and increased staff interaction" (Objective 2.1). In turn, Library administration finds it necessary to seek an experienced Wayfinding Consultant to develop a comprehensive signage system that specifically facilitates Wayfinding throughout the Library and the Library parking lot so as to enhance patrons' sense of direction and evoking imagery to strengthen the identity and image of the Library and its services.

The Wayfinding Consultant Service utilizing Wayfinding Design Principles will:

- Address the needs of visitors and residents as stated in the Library's Strategic Plan
- Create intuitive, legible signage that is direct, welcoming, accessible and focused on safety.
- The system will be adaptable to future Library needs.
- The analysis will include a variety of signage and reorganizational needs including, but not limited to:
  - Kiosks/Information Centers
  - Room Identification Signage
  - Directional and Identification Signage for Library Materials
  - Materials Return and Drop-off Signage
  - Minor or non-costly materials or room reorganization
  - Public Parking Signage
  - Vehicular Directional Signage

The project is limited to the City of Troy Library building (55,000 sq ft., 45,000 of which is public and staff space), the Library grounds, the Library's vehicular entrance and parking lot. Phase 2 Wayfinding Signage would include the City Hall Complex in the future.

### **Purchasing**

On December 19, 2013, a bid opening was conducted as required by City Charter and Code for Wayfinding Consultant Services for the City of Troy Public Library. The bid was posted on the Michigan Inter-governmental Trade Network (MITN) website; [www.mitn.info](http://www.mitn.info) and the bid was also sent to the Troy Chamber of Commerce. Four (4) bid proposal responses were received. Below is a detailed summary of potential vendors:



# CITY COUNCIL AGENDA ITEM

## Purchasing (continued)

|   |     |
|---|-----|
| <b>Companies notified via MITN</b>                | 596 |
| Troy Companies notified via MITN                  | 20  |
| Troy Companies notified Active email Notification | 20  |
| Troy Companies notified Active Free               | 0   |
| <b>Companies that viewed the bid</b>              | 65  |
| Troy Companies that viewed the bid                | 2   |

*MITN provides a resourceful online platform to streamline the procurement process, reduce costs, and make it easier and more transparent for vendors to do business with the City of Troy.*

**Active MITN** members with a current membership and paying annual dues receive automatic electronic notification which allows instant access to Bids, RFPS and Quote opportunities with the City.

**Active MITN non-paying members** are responsible to monitor and check the MITN website for opportunities to do business with the City.

**Inactive MITN member** status can occur when a company does not renew their account upon expiration. Inactive members cannot be notified of solicitations or access any bid information.

Proposals were evaluated as per the Request for Proposal; Section 3: Criteria for Selection. The Wayfinding Consultant Services Evaluation Committee members were as follows:

- Cathy Russ, Library Director
- Justin Beyer, Assistant to the Library Director
- Andrew Opalewski, Marketing Coordinator
- Steve Pallotta, Building Operations Director
- MaryBeth Murz, Purchasing Manager
- Enna Bachelor, Buyer

The evaluation committee reviewed proposals to determine the most qualified firm based upon a combination of factors including but not limited to the following:

- A. Compliance with qualifications criteria
- B. Completeness of the proposal
- C. Financial strength and capacity of the company
- D. Correlation of the proposals submitted to the needs of the City of Troy
- E. Any other factors which may be deemed to be in the City's best interest
- F. Evaluation Process

Firms were then evaluated and scored based on:

- 40% Proposal Score
- 20% Interview Score
- 40% Price Score
- 100%

Based on the evaluation process and the final scoring KMA Design was ranked the highest of the four (4) proposals received. KMA Design provided the most complete detailed proposal which included a detailed project timeline. KMA Design as evaluated was also the most creative in terms of signage application and specifically has experience with Libraries.

KMA's design approach includes for (4) phases as listed below. For detailed description of each Phase see Attachment A.

- Phase 1                      Analysis
- Phase 2                      System Design Development
- Phase 3                      Pre-Production
- Phase 4                      Implementation



## CITY COUNCIL AGENDA ITEM

### **Financial**

In order to accomplish this objective, \$20,000 in the 2013-14 Budget was allocated towards hiring a Wayfinding Consultant. Funds are available in the Library's operating budget, 271.790.7816.010 Consultant Services.

### **Recommendation**

City management and the Wayfinding Consultant Services Committee recommend awarding the contract to furnish Wayfinding Consultant Services for the City of Troy Public Library to the best value proposer; KMA Design of Carnegie, PA for an estimated total cost of \$18,105.00, at unit prices contained in the bid tabulation opened December 19, 2013. The project shall be completed as detailed by the timeline which was also included in the proposal and is included with this recommendation.

VENDOR NAME:

**KMA Design  
 Carnegie, PA**

**PROPOSAL: To Furnish Professional Wayfinding Analysis and Consultant Services for the City of Troy Public Library; in accordance with Request for Proposal specifications and scope of work.**

|  | Approx. Hrs.      | \$ Cost/Hr. | Total Cost |                    |
|--|-------------------|-------------|------------|--------------------|
| <b>DESCRIPTION:</b>                                    |                   |             |            |                    |
| <b>Phase 1: Analysis</b>                               |                   |             |            |                    |
| Library Building                                       | Tasks as detailed | 24.5        | \$ 85.61   | \$ 2,097.50        |
|  | Total Expenses    |             |            | \$ 1,425.00        |
| Library Building Total                                 |                   |             |            |                    |
| Library Grounds, Parking Lot, Vehicular Entrance       |                   |             |            |                    |
| Library Grounds, Parking Lot, Vehicular Entrance Total |                   |             |            |                    |
| <b>Total Phase 1: Analysis</b>                         |                   |             |            | <b>\$ 3,522.50</b> |
| <b>Phase 2: System Design Development</b>              |                   |             |            |                    |
|  | Tasks as detailed | 49.25       | \$ 79.47   | \$ 3,913.75        |
|  | Total Expenses    |             |            | \$ 1,519.50        |
| <b>Total Phase 2: System Design Development</b>        |                   |             |            | <b>\$ 5,433.25</b> |
| <b>Phase 3: Pre-Production</b>                         |                   |             |            |                    |
|  | Tasks as detailed | 41          | \$ 77.44   | \$ 3,175.00        |
|  | Total Expenses    |             |            | \$ 1,429.75        |
| <b>Total Phase 3: Pre-Production</b>                   |                   |             |            | <b>\$ 4,604.75</b> |
| <b>Phase 4: Implementation</b>                         |                   |             |            |                    |
|  | Tasks as detailed | 39          | \$ 85.26   | \$ 3,282.50        |
|  | Total Expenses    |             |            | \$ 1,262.00        |
| <b>Total Phase 4: Implementation</b>                   |                   |             |            | <b>\$ 4,544.50</b> |
| <b>Grand Total:</b>                                    |                   | 153         |            | <b>\$18,105.00</b> |

|                               |        |                                   |
|-------------------------------|--------|-----------------------------------|
| VENDOR QUESTIONNAIRE:         | Yes/No | Yes                               |
| INSURANCE:                    | Yes/No | Yes                               |
| INDEMNIFICATION REQUIREMENTS: | Yes/No | Yes                               |
| CONTACT INFORMATION:          |        | Barbara J. Martin<br>412 429 4071 |
| PAYMENT TERMS:                |        | Net 30                            |
| REFERENCES:                   |        | Yes                               |
| EXCEPTIONS:                   |        | Yes                               |
| ACKNOWLEDGEMENT: Signed       | Yes/No | Yes                               |
| Forms (5)                     | Yes/No | Yes                               |

**ATTEST:**  
 Enna Bachelor  
 Cathy Russ  
 Justin Beyer

**Bold Type Indicates:**  
 \_\_\_\_\_  
 MaryBeth Murz,  
 Purchasing Manager

VENDOR NAME:

**Corbin Design**  
 Traverse City, MI

**Nicolson & Associates**  
 Bloomfield Hills, MI

**PROPOSAL: To Furnish Professional Wayfinding Analysis and Consultant Services for the City of Troy Public Library; in accordance with Request for Proposal specifications and scope of work.**

| DESCRIPTION:   | Staff             | Approx. Hrs. | \$ Cost/Hr. | Total Cost         |                     | Approx. Hrs. | \$ Cost/Hr. | Total Cost         |
|--|-------------------|--------------|-------------|--------------------|---------------------|--------------|-------------|--------------------|
|  |                   |              |             |                    |                     |              |             |                    |
| <b>Phase 1: Analysis</b>                               |                   |              |             |                    |                     |              |             |                    |
| Library Building                                       | Senior Designer   | 40           | \$ 120.00   | \$ 4,800.00        | Research/Learning   | 12           | \$ 100.00   | \$ 1,200.00        |
|  | Project Manager   | 44           | \$ 105.00   | \$ 4,620.00        | Analysis/Planning   | 48           | \$ 100.00   | \$ 4,800.00        |
|  | Reimbursable      |              |             | \$ 1,185.00        | Deliverables/Preso. | 12           | \$ 100.00   | \$ 1,200.00        |
| Library Building Total                                 |                   |              |             | <b>\$10,605.00</b> |                     |              |             | <b>\$ 7,200.00</b> |
| Library Grounds, Parking Lot, Vehicular Entrance       | Senior Designer   | 14           | \$ 120.00   | \$ 1,680.00        | Analysis/Planning   | 32           | \$ 100.00   | \$ 3,200.00        |
|  | Project Manager   | 14           | \$ 105.00   | \$ 1,470.00        |                     |              |             |                    |
| Library Grounds, Parking Lot, Vehicular Entrance Total |                   |              |             | <b>\$ 3,150.00</b> |                     |              |             | <b>\$ 3,200.00</b> |
| <b>Total Phase 1: Analysis</b>                         |                   |              |             | <b>\$13,755.00</b> |                     |              |             | <b>\$10,400.00</b> |
| <b>Phase 2: System Design Development</b>              |                   |              |             |                    |                     |              |             |                    |
|  | Senior Designer   | 108          | \$ 120.00   | \$12,960.00        | Conceptual Design   | 32           | \$ 100.00   | \$ 3,200.00        |
|  | Project Manager   | 34           | \$ 105.00   | \$ 3,570.00        | Design Development  | 24           | \$ 100.00   | \$ 2,400.00        |
|  | Reimbursables     |              |             | \$ 1,300.00        |                     |              |             |                    |
| <b>Total Phase 2: System Design Development</b>        |                   |              |             | <b>\$17,830.00</b> |                     |              |             | <b>\$ 5,600.00</b> |
| <b>Phase 3: Pre-Production</b>                         |                   |              |             |                    |                     |              |             |                    |
|  | Senior Designer   | 68           | \$ 120.00   | \$ 8,160.00        | Pre-Production      | 16           | \$ 100.00   | \$ 1,600.00        |
|  | Project Manager   | 52           | \$ 105.00   | \$ 5,460.00        |                     |              |             |                    |
|  | Reimbursables     |              |             | \$ 1,225.00        |                     |              |             |                    |
| <b>Total Phase 3: Pre-Production</b>                   |                   |              |             | <b>\$14,845.00</b> |                     |              |             | <b>\$ 1,600.00</b> |
| <b>Phase 4: Implementation</b>                         |                   |              |             |                    |                     |              |             |                    |
|  | Professional Fees |              |             | \$15,120.00        | Fabrication Admin.  | 12           | \$ 100.00   | \$ 1,200.00        |
|  | Reimbursables     |              |             | \$ 1,280.00        | Reference Manual    | 16           | \$ 80.00    | \$ 1,280.00        |
| <b>Total Phase 4: Implementation</b>                   |                   |              |             | <b>\$16,400.00</b> |                     |              |             | <b>\$ 2,480.00</b> |
|  |                   |              |             |                    | Preso. Materials    | 1            |             | \$ 600.00          |
| <b>Grand Total:</b>                                    |                   | 374          |             | <b>\$62,830.00</b> |                     | 205          |             | <b>\$20,680.00</b> |

|                               |        |                                |                                   |
|-------------------------------|--------|--------------------------------|-----------------------------------|
| VENDOR QUESTIONNAIRE:         | Yes/No | Yes                            | Yes                               |
| INSURANCE:                    | Yes/No | Yes                            | Yes                               |
| INDEMNIFICATION REQUIREMENTS: | Yes/No | Yes                            | Yes                               |
| CONTACT INFORMATION:          |        | Shelley Steele<br>231 947 1236 | Richard Nicholson<br>248 207 3921 |
| PAYMENT TERMS:                |        | 30 Days                        | 30 Days                           |
| REFERENCES:                   |        | Yes                            | Yes                               |
| EXCEPTIONS:                   |        | None                           | None                              |
| ACKNOWLEDGEMENT: Signed       | Yes/No | Yes                            | Yes                               |
| Forms (5)                     | Yes/No | Yes                            | Yes                               |

ATTEST:

Enna Bachelor  
Cathy Russ  
Justin Beyer

**Bold Type Indicates:**

\_\_\_\_\_  
 MaryBeth Murz,  
 Purchasing Manager