

Purchasing Department

Kathryn Kasper
Purchasing Agent



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Honorable Mayor John Dickert and the
Members of the Common Council
730 Washington Avenue
Racine, WI 53403

Ladies and Gentlemen:

I am requesting permission to appear before the Finance and Personnel Committee to discuss the results of Official Notice #7-2015, REQUEST FOR QUALIFICATIONS, WAYFINDING PLAN & DESIGN SERVICES. This proposal was received in the office of the Purchasing Agent with a deadline of 10:00 A.M. on June 26, 2015.

The Request for Qualifications technique is occasionally used by the City when seeking a firm for a specific and highly specialized purpose as opposed to bidding for goods and when price is not the major determining factor in a purchase. This RFQ was issued in response to Legistar item #14-10389, a directive from the Committee of the Whole to create a strategic plan for signage.

We sent nine (9) RFQ packages out and received four (4) responses. The responses were read and evaluated according to the criteria outlined in the RFQ by the selection committee.

The evaluation criteria for this RFQ were based on team member resumes and experience level, examples of other wayfinding projects completed by the firm, philosophy and process in developing wayfinding systems, proposed timeline, conceptual ideas for Racine's location and additional information as provided.

The selection committee for this RFQ consisted of Thomas Friedel, City Administrator, Jeff Vitton, City Development Department, Mark Yehlen, Commissioner of Public Works, Devlin Sutherland, DRC Director, Dave Blank, Racine County Visitors and Convention Bureau and Andy Hay, a member of the Uptown BID. The Purchasing Agent coordinated the evaluation session, but was not a voting member of the evaluation committee.

Based on the scoring of this RFQ and subsequent interviews with the selected firm the committee is recommending that the Purchasing Agent be authorized to contract with Corbin Design, Traverse City, MI for the provision of wayfinding services and design.

Funds for this expenditure are available in 20617 52100, Room Tax Fund (\$36,100) and donations from Real Racine (\$10,000) and the Downtown BID (\$5,000) and the Uptown BID (\$5,000). The amount of the total proposed contract is \$56,100.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Kathryn Kasper", is written over the typed name.

Kathryn Kasper
Purchasing Agent