

RESOLUTION 2018-091

RESOLUTION SELECTING AND AUTHORIZING AN AGREEMENT WITH RSM DESIGN FOR BAYWIDE SIGNAGE STRATEGIC PLANNING SERVICES FROM MAY 9, 2018 TO MAY 8, 2019, FOR AN AMOUNT NOT TO EXCEED \$280,000. FY 2018 EXPENDITURES, IF NEEDED, ARE BUDGETED. ALL FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH FISCAL YEAR'S BUDGET

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1; and

WHEREAS, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials and equipment, and grants; and

WHEREAS, in May of 2017, the Port launched its rebrand; including a new logo, key messaging and platform for public interaction as part of the comprehensive marketing, communications and branding initiative; and

WHEREAS, consultant services are necessary in order to develop a comprehensive strategic plan, guidelines, and design concepts for all Port signage across the District; including iconic, monument, wayfinding, rule and experiential signage; and

WHEREAS, the strategic plan will enable the District to create consistency and efficiencies in its signage in order to help the public navigate the Tidelands and ultimately, improve the experience on the waterfront; and

WHEREAS, staff has implemented the process for procurement of consultants in accordance with BPC Policy No. 110; and

WHEREAS, the Request for Proposals (RFP) for was issued on February 14, 2018 and an information exchange meeting was held on February 21, 2018; and

WHEREAS, during the advertisement period, 1,433 vendors were notified and 50 vendors registered for the opportunity; and

WHEREAS, on March 14, 2018, the District received responsive proposals containing qualifications from nine (9) firms; and

WHEREAS, qualifications were reviewed by a cross-departmental panel of staff and four (4) of the nine (9) firms were selected for interviews based on their written statements of qualifications; and

WHEREAS, interviews were conducted on April 4, 2018 and April 5, 2018, and the evaluation panel considered the written submittals, presentations, and responses to interview questions based on the criteria established in the RFP; and

WHEREAS, based upon the firms' written statements of qualifications, their interviews and the subsequent decision analysis process, the firm determined to be the highest qualified for the services solicited based on the criteria in the RFP is RSM Design.

NOW, THEREFORE, BE IT RESOLVED by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

The Executive Director or her designated representative is hereby authorized and directed on behalf of the San Diego Unified Port District to enter into Agreement No. 98-2018RH with RSM Design, in an amount not to exceed \$280,000, for a period of one (1) year, from May 9, 2018 through May 8, 2019, for baywide signage strategic planning services.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL



By: Assistant/Senior/Deputy

2018-091

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 8th day of May 2018, by the following vote:

AYES: Bonelli, Castellanos, Malcolm, Merrifield, Valderrama, and Zucchet

NAYS: None.

EXCUSED: Moore

ABSENT: None.

ABSTAIN: None.



Rafael Castellanos, Chairman
Board of Port Commissioners

ATTEST:



Donna Morales
District Clerk



(Seal)