

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON OCTOBER 9 2018
FROM:	ANNA LISA BARBON MANAGING DIRECTOR, CORPORATE SERVICES AND CITY TREASURER, CHIEF FINANCIAL OFFICER
SUBJECT:	NEW ENTRYWAY SIGNAGE FOR CITY-OWNED INDUSTRIAL PARKS AWARD OF RFP18-42

RECOMMENDATION

That, on the recommendation of the Managing Director, Corporate Services and City Treasurer, Chief Financial Officer, on the advice of the Manager of Realty Services, with respect to the Request for Proposal (RFP) for the new entryway signage for Innovation Park (RFP 18-42), the following actions be taken:

- a) the RFP proposal submitted by Excellent Signs and Displays Inc., 2736 Dingman Drive, London, Ontario N6N 1G4, at its bid price of \$104,500.00 excluding HST, for services to design, supply, and install of four (4) entryway signs for Innovation Park Phases I-IV (the "Project") **BE ACCEPTED**; it being noted that the proposal submitted by Excellent Signs and Displays Inc. was one of two proposals received and the only proposal that met the City's specifications and evaluation requirements as per RFP18-42; and
- b) the Civic Administration **BE AUTHORIZED** to undertake all administrative acts which is necessary in connection with the Project.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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July 17, 2018 – Public Report to CSC - New Entryway Signage For City- Owned Industrial Parks.

BACKGROUND

Context

Introduction

Enhanced marketing and branding for the City's industrial park lands is important to attract new businesses to the City. Various marketing initiatives have been introduced, including marketing packages/brochures through the Province's Site Certification Program, marketing on our City's website, and the creation of new feature sheets shared with prospective clients and the real estate brokerage community. Locational recognition of City-owned industrial parks is lacking, specifically newer parks such as Innovation Park.

The Industrial Land Development Strategy (ILDS) implementation team sees value and importance in the installation of permanent entryway signage at major entrance locations to Innovation Park and future City-owned industrial parks. Identity signage helps to enhance the brand and reinforce these key industrial park destinations.

PROCUREMENT PROCESS

Request for Proposal (RFP):

As directed by Council on July 24, 2018 (Resolution 2.7/14/CSC), a Request for Proposal 18-42 (the “RFP”) was released on August 8, 2018 through Purchasing and Supply, Finance and Corporate Services. It was posted on bids&tenders.com with a closing date of August 30, 2018 and sought services to design, supply and install four (4) entryway signs for Innovation Park which will identify the City owned Industrial Park.

RFP Evaluation Process

The RFP evaluation criteria was based on a Best Value award. The Best Value award ensures that the City selects the Successful Proponent which best understands the assignment, is most competent and experienced. Proponents were asked to submit a design proposal that best aligns with vision and purpose of this assignment and RFP. Each submission was evaluated based on the criteria shown in the table below. A minimum combined average score of Seventy (70) was required in order to advance to the second stage where the Financial Submission would be evaluated:

EVALUATION CRITERIA	WEIGHTING
Company profile	5
Understanding of project/completeness of the proposal	10
Experience/ability of the proponent/previous projects	20
Design elements and materials	25
Graphic design/signage plans	25
Work plan/timeline schedule	10
Warranty	5
Total	100 points

Results of RFP & Winning Submission:

A total of eight (8) sign companies have reviewed the RFP and only two (2) companies submitted a proposal to the City for the RFP. The proposals were reviewed by the internal evaluation committee made from Realty Services, a representative from the London Economic Development Corporation (LEDC), members of the ILDS implementation team, and a member from the Planning Department.

Based on the submissions provided by the two companies, only one firm, Excellent Signs & Displays Inc., provided a submission which scored greater than (70) points which met the Best Value award criteria. The conceptual designs provided by Excellent Signs & Displays Inc. are attached in Schedule “A” and Schedule “B”. A Location Map of the entranceway signs is attached as Schedule “C”.

As a result, Excellent Signs advanced to the second stage of RFP for the Financial Evaluation. As part of their submission, the total cost for design, fabrication, and installation of the four signs (including electrical hook up) totaled \$ 104,500.00.* In regard to the City’s costs to complete this project, The City’s Innovation Park Capital Budget Account (ID1168) would be utilized as a source of financing.

**Note: pricing may be subject to change if the City requires additional changes to the proposal submitted by Excellent Signs (for example: slightly larger sign face etc.)*

Conclusion

The Proposal by Excellent Signs exceeded the Best Value evaluation criteria showing the understanding that the City-owned industrial entryway signage serves an important role that reaches beyond the need for basic navigation, identification, and information. The overall design elements of the proposal shows and highlights the significant investments made by the City to our industrial parks. The design will improve the overall look and appearance for our Parks to existing businesses, visitors, and prospective new companies looking at London. The design will enhance the “brand” and reinforce these key industrial park destinations. Lastly, it provides a cohesive signage appearance for the industrial park. It is supported by London Economic Development Corporation the ILDS team.

The Civic Administration is requesting approval to proceed with the winning proposal from Excellent Signs for the new entryway signage at Innovation Park.

Acknowledgement

Jerzy Smolarek and Lauren Sooley, Urban Designers, Planning Division, worked closely with the ILDS implementation team to create the initial design concepts for the entryway signage project.

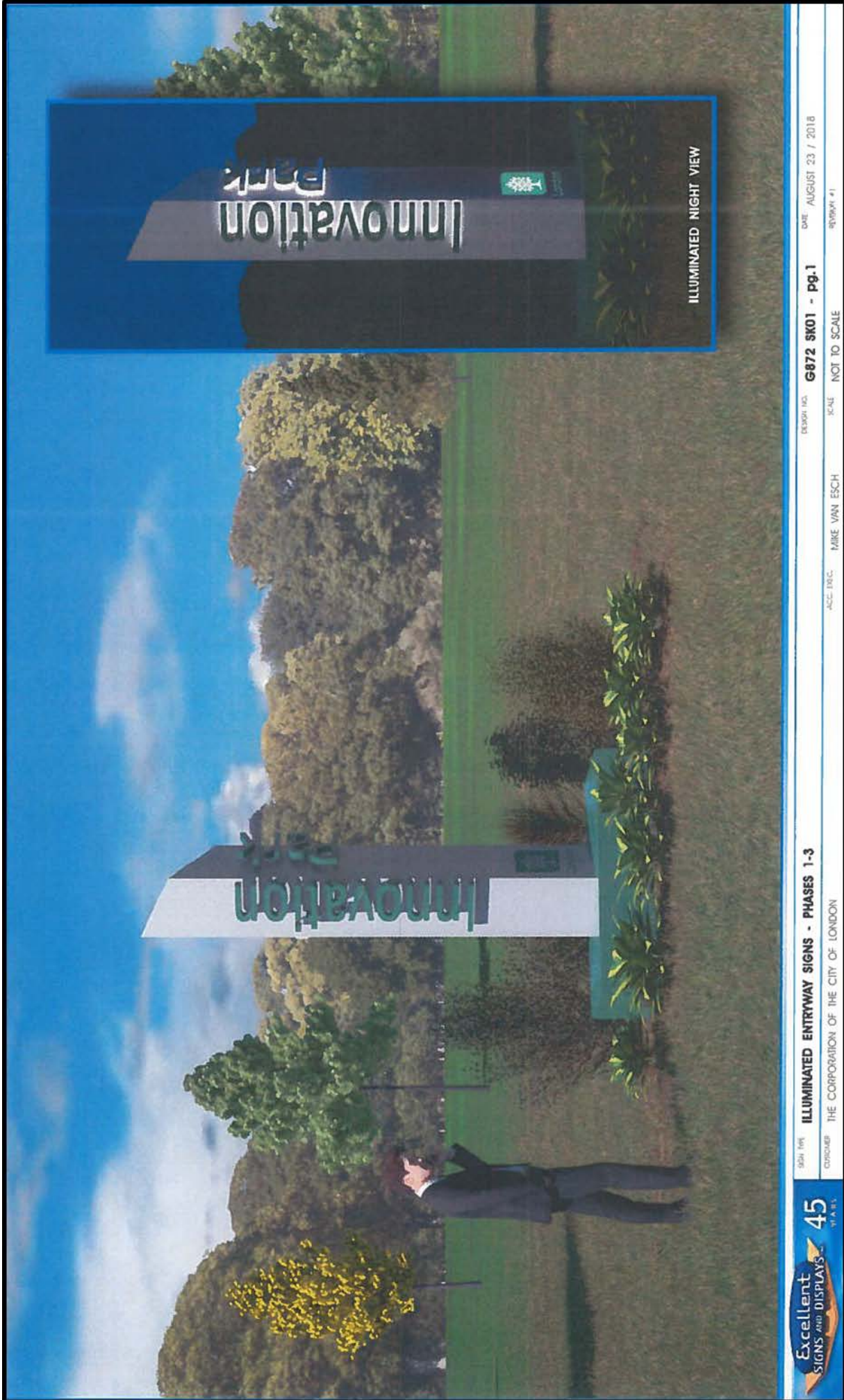
PREPARED BY:	SUBMITTED BY :
ADAM OSTROWSKI MANAGER I, REALTY SERVICES	BILL WARNER MANAGER OF REALTY SERVICES
RECOMMENDED BY:	
ANNA LISA BARBON MANAGING DIRECTOR, CORPORATE SERVICE AND CITY TREASURER, CHIEF FINANCIAL OFFICER	

September 24, 2018

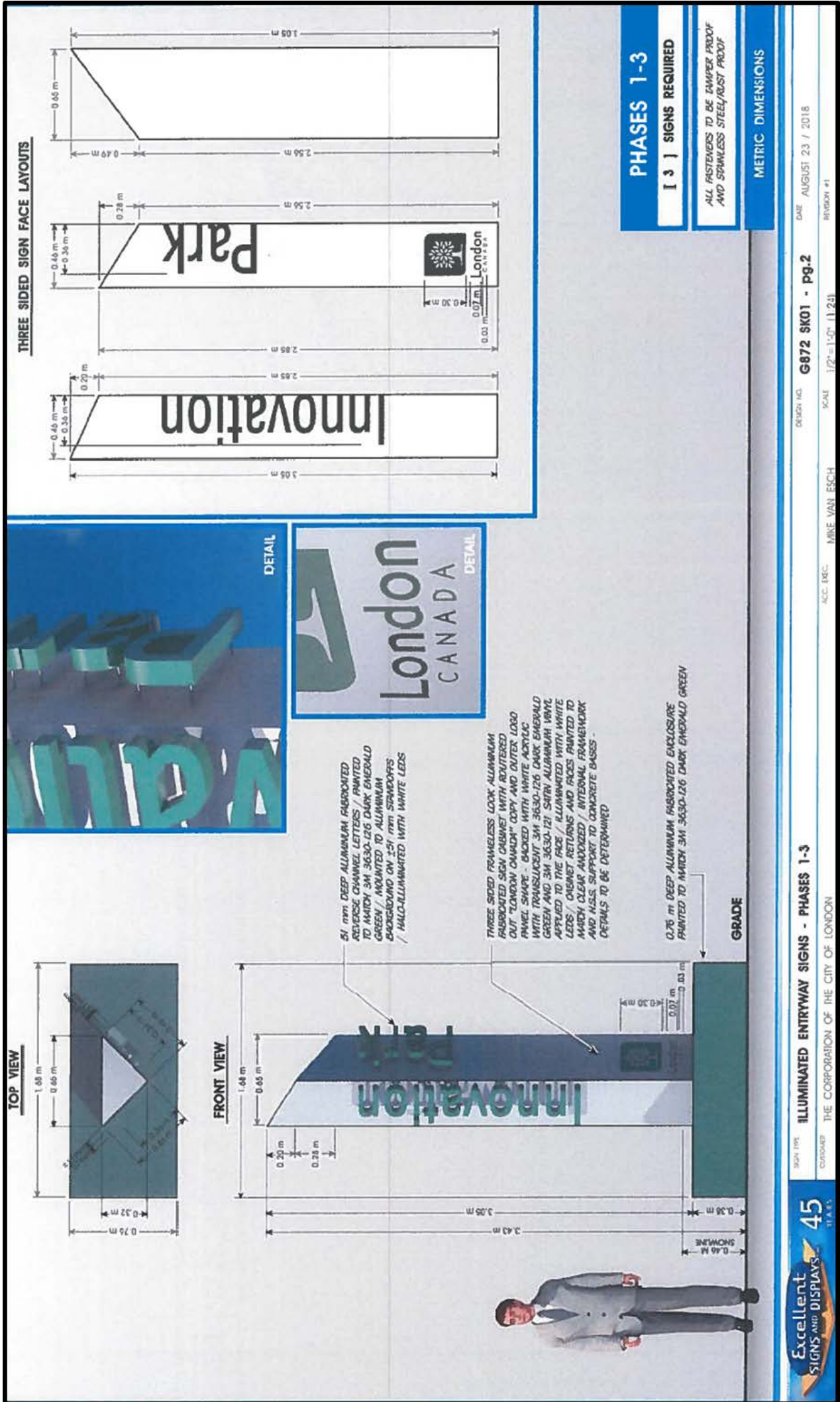
cc: Mark Henderson, Director of Business Liaison
Kapil Lakhotia, CEO, LEDC
David G. Mounteer, Solicitor II

SCHEDULE "A"

ENTRYWAY SIGNAGE FOR INNOVATION PARK, PHASES I – III



SCHEDULE "A" Cont'd



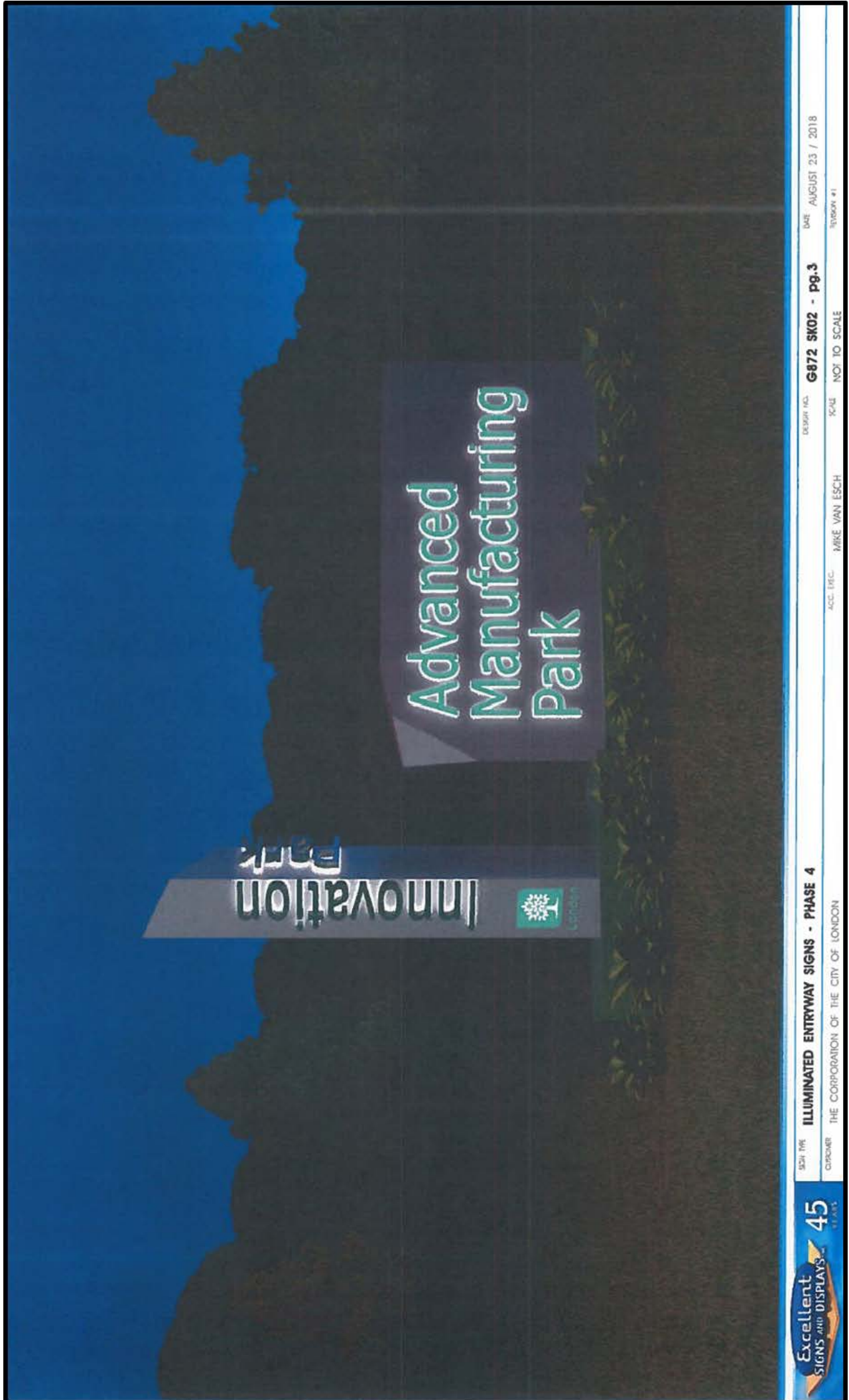
SCHEDULE "B"

ENTRYWAY SIGNAGE OPTIONS FOR INNOVATION PARK, PHASE IV



SCHEDULE "B" Cont'd

ILLUMINATED NIGHT VIEW INNOVATION PARK, PHASE IV



SDH THE
CUSTOMER

ILLUMINATED ENTRYWAY SIGNS - PHASE 4
THE CORPORATION OF THE CITY OF LONDON

ACC. IFC: MIKE VAN ESCH

DESIGN NO. **G872 SK02 - pg.3**
SCALE NOT TO SCALE

DATE AUGUST 23 / 2018
VERSION #1

SCHEDULE "C"

INNOVATION PARK ENTRYWAY SIGN LOCATION MAP

