

CITY COUNCIL AGENDA TRANSMITTAL
DEPARTMENT OF TRANSPORTATION/FAX

COUNCIL MEETING DATE: June 3, 2008

1. TITLE OF REPORT:

AUTHORIZE THE DEPARTMENT OF TRANSPORTATION/FRESNO AREA EXPRESS TO EXTEND AND AMEND THE DOWNTOWN TRANSPORTATION AND INFRASTRUCTURE STUDY CONTRACT TO INCLUDE DEVELOPING A DOWNTOWN WAYFINDING AND SIGNAGE PLAN

2. AGENDA PLACEMENT:

- _____ Time Schedule Hearings and Matters
- _____ Schedule Time for Public Notice: _____
- _____ Schedule Time for Citizen Convenience: _____
- General Consent Calendar (1A)
- _____ Consent Calendar - Bills for Introduction
- _____ Consent Calendar - Bills for Adoption (1C)
- _____ General Administration (3)
- _____ City Council (5)
- _____ City/County Intergovernmental Relations (6)
- _____ Executive Session (7)

3. CONTACT PERSON FOR QUESTIONS: John Downs/FAX Ext. 1502

4. SPECIAL CONDITIONS:

- _____ Critical that item be placed on agenda this date.
- _____ Controversial item - may have persons appearing to discuss with Council.
- _____ Item requires special interdepartmental coordination.
- _____ Requires more than quorum majority for passage.

5. APPROVAL REQUIRED AND/OR BACKUP MATERIAL SECURED BY:

- _____ City Attorney's Office
- _____ Ordinance _____ Resolution _____ Contract _____ Agreement _____ Lease
- _____ Submitted for approval on _____
- _____ Budget and Management Studies Division
- _____ Human Resources Division

6. NOTES TO CITY MANAGER

7. NOTES FROM CITY MANAGER

Yes ITEM SUBJECT TO MAYOR VETO OR RECONSIDERATION



REPORT TO THE CITY COUNCIL

AGENDA ITEM NO.	
COUNCIL MEETING	June 3, 2008
APPROVED BY	
DEPARTMENT DIRECTOR	
CITY MANAGER	

DATE: June 3, 2009

FROM: KENNETH HAMM
Director of Transportation

SUBJECT: AUTHORIZE THE DEPARTMENT OF TRANSPORTATION/FRESNO AREA EXPRESS TO EXTEND AND AMEND THE DOWNTOWN TRANSPORTATION AND INFRASTRUCTURE STUDY CONTRACT TO INCLUDE DEVELOPING A DOWNTOWN WAYFINDING AND SIGNAGE PLAN

KEY RESULT AREA

One Fresno

RECOMMENDATION

It is recommended that Council authorize the Department of Transportation/FAX to take an amendment extending the contract and adding to the scope of services for the Downtown Transportation and Infrastructure Study (DTIS) to complete a Downtown Wayfinding and Signage Master Plan and Rail Road Quiet Zone analysis.

EXECUTIVE SUMMARY

The Downtown Transportation and Infrastructure Study (DTIS) Plan and recommendations were completed and presented to Council in September 2007. However; when the DTIS Contract expired on June 30, 2007, only \$238,900 of the \$302,000 budgeted for the plan had been used. The Department wishes to use the remaining \$63,100 to fully develop a Downtown Wayfinding and Signage Master Plan, and to further explore a Rail Road Quiet Zone for Downtown Fresno.

KEY OBJECTIVE BALANCE

This project will allow the Department to improve customer satisfaction by providing better wayfinding information to Downtown visitors that will make a visit to Downtown more convenient by saving time and reducing confusion. Employee satisfaction is strengthened by providing employees with the resources needed to assist Downtown visitors. Financial Management is observed by utilizing financial resources saved from the original DTIS funding allocation.

BACKGROUND

In March 2006, the City of Fresno entered into a contract with Wilbur/Smith Associates to conduct the Downtown Transportation and Infrastructure Study (DTIS). The goal of the study is to define and evaluate transportation alternatives that will make the City more accessible and attractive to visitors and downtown residents, with an emphasis on providing mobility appropriate for a major city. The DTIS addresses a wide range of transportation issues related to automobile circulation and parking, integration of bus and other types of transit, freight, passenger and high speed rail, pedestrian facilities and traffic calming, bicycle circulation and wayfinding. The DTIS provides recommendations to support desired economic and livability visions for Downtown Fresno addressing the near-term (2010), mid-term (2030), and long-term (2050) planning horizons.

Perhaps the most widely recognized concern of Downtown visitors is the lack of easily understood information that guides visitors and workers to parking, activity centers, transit stations or other Downtown amenities. Developing a Downtown Wayfinding and Signage Master Plan will provide a policy to guide the City in implementation, updating, and maintenance of the wayfinding program. Issues of criteria, messaging, sign type and placement, as well as a process for accepting inquiries of application for

inclusion in the system will be addressed. A review process for inquiries or applications will be developed to provide a means to ensure a consistent approach to managing the wayfinding program from inception through updating over time. The planning process will include a stakeholders committee as part of the development process to review and assess wayfinding recommendations.

To qualify for a quiet zone, communities must assess risks and make appropriate improvements to their at-grade railroad crossings. This review will focus on the potential to upgrade crossing safety and issues related to pedestrian intrusions into the right of way.

FISCAL IMPACT OF RECOMMENDATIONS

If the recommendation is approved, the remaining \$63,100 of the original \$302,000 allocated for the DTIS will be used to fund the Downtown Wayfinding Master Plan and Rail Road Quiet Zone assessment. No other funds will be required.

w:\dir\kh261-DTIS Contract Extension-CC Mtg June 3, 2008-05-20-08.doc

Attachments

AMENDMENT NO. 1 TO AGREEMENT

THIS AMENDMENT NO. 1 TO AGREEMENT, is made and entered into effective []2008, by and between the CITY OF FRESNO, a municipal corporation (hereinafter referred to as "City"), and Wilbur Smith Associates a corporation, (hereinafter referred to as "Consultant".)

RECITALS

WHEREAS, the City and Consultant entered into an Agreement, dated June 30, 2006, ("Agreement"), for professional services relating to CITY desire to obtain professional services related to Downtown Transportation and Infrastructure Study, (hereinafter referred to as the "Project;"); and

WHEREAS, the parties desire to modify the Agreement in certain regards and upon the terms and conditions herein.

NOW THEREFORE, in consideration of the above recitals, which recitals are contractual in nature, the mutual promises herein contained, and for other good and valuable consideration hereby acknowledged, the parties agree as follows:

1. The Consultant shall provide the Additional Work set out in the Exhibit "A" hereto incorporated herein, and the Agreement is hereby extended through September 30, 2008, for completion of such Additional Work, subject to such termination rights as are provided for hereunder.
2. The Consultant's compensation for the Additional Work shall be as provided in the attached Exhibit "B" Rate Schedule, provided that total compensation for the Additional Work shall not exceed the sum of sixty three thousand one hundred dollars (\$63,100.) The budgets for the wayfinding task is \$50,600 and for the quiet zone task is \$12,500.
3. All capitalized terms not otherwise defined herein shall have the meaning ascribed to such terms in the Agreement.
4. In all other regards, the Agreement as amended by this Amendment No. 1 shall be and remain in full force and effect.

/ /

IN WITNESS WHEREOF, the Parties authorized agents have executed this Amendment No. 1 to Agreement at Fresno, California, the day and year first above written.

CITY OF FRESNO
a Municipal Corporation

Wilbur Smith Associates
a Corporation

By:

By:

Name

Name:

Title

Title:

(address)

ATTEST:
Rebecca E. Klisch
City Clerk

(ph, fax and email)

By:

APPROVED AS TO FORM:
James C. Sanchez

By:

Deputy

CITY:

(address)

Attachments: Exhibit "A" Scope of Additional Work
Exhibit "B" Rate Schedule for Additional Work/Not to Exceed Price.



2008 WEST GROUP RATE SCHEDULE

<u>Classification</u>	<u>Rate Per Hour</u>
1. Officers/Principals III	285.00
2. Officers/Principals II	275.00
3. Officers/Principals I	200.00
4. Associate Engineers, Planners II	190.00
5. Associate Engineers, Planners I	150.00
6. Principal Engineers, Planners II	135.00
7. Principal Engineers, Planners I	120.00
8. Senior Engineers, Planners II	105.00
9. Senior Engineers, Planners I	100.00
10. Engineers, Planners II	90.00
11. Engineers, Planners I	85.00
12. Analyst/Planners	50.00
13. CADD/Graphics Technician	105.00
14. Graphics Technician	90.00
15. Administrative Managers	95.00
16. Technician II	80.00
17. Technician I	65.00
18. Administrative Assistant	60.00
19. Administrative Support	50.00
20. Field	20.00

-
- Notes: (1) Fees are payable in U.S. Dollars without discount.
 (2) Rates include compensation, benefits, overhead and fee.
 (3) Rates effective through December 31, 2008.

EXHIBIT A – AMENDMENT 1 SCOPE OF SERVICES

Task A. Wayfinding Master Plan and Preliminary Design

Scope Outline

In addition to the actual work of developing the Fresno, California Wayfinding Signage Master Plan document, it will be necessary to form a stakeholders committee that will work in concert with WSA through the process to ensure that all relevant information and input is considered.

Master Plan Document Development

Part 1 – Mission Statement

The Mission Statement shall identify the purpose of the wayfinding signage program and its benefits to the downtown Fresno community as a whole.

Part 2 – Criteria Development

To guide the planning and implementation of the wayfinding signage program, it will be necessary to develop several areas of criteria:

It will be necessary to develop guidelines to determine which zones, destinations, and attractions will be eligible for inclusion in the program. The criteria development shall be guided by the principle of creating a highly functional signage program. This will likely create limitations that will require extensive discussion with the stakeholders committee to set the final requirements for eligibility.

Upon determining the eligibility criteria, it will then be necessary to establish hierarchies of messaging so that consistent and effective sign message plan development can take place for vehicular directional signage, pedestrian directional signage, and accessory signage including information kiosks, attraction interpretive signage, and attraction identification signage.

In addition to messaging hierarchies, it will be necessary to develop access route hierarchies. This will enable the sign placement planning to assist in directing inbound and outbound vehicular traffic along routes in a manner that offers some opportunity to control traffic levels.

Part 3 – Branding and Identity Development

The wayfinding signage program should be used to impart the local identity and “flavor” to visitors and residents alike. This serves to assist in marketing Fresno to visitors as well as instilling a sense of pride and “ownership” in residents.

Branding and identity development extends from the over regional brand to individual zone branding. The development process shall be a cooperative effort between the stakeholders committee and the designer.

Part 4 – Sign Ordinance Review

All governing sign ordinances shall be reviewed to set parameters for design development and sign placement. In addition, recommendations for revisions to ordinances will be made in the event that the governing ordinances do not address municipally owned wayfinding signage programs.

In addition, guidelines for interagency cooperation shall be developed to create a mechanism to request messaging changes to signage that is not part of the wayfinding program and under control of state or county agencies if such message changes would be beneficial to motorist traveling on such routes.

Part 5 – Wayfinding Methodology Development

There is no one size fits all approach to developing a wayfinding methodology for a given facility or area. Many factors must be considered, primarily the interaction between transportation modes, routes, and locations of parking and final destinations and attractions. Through study of all of these elements and how they function in downtown Fresno, the wayfinding methodology that will work best in creating a program of the highest and most intuitive function shall be developed to create solutions to all wayfinding issues in the study area. This methodology shall serve as the basis for sign location and message planning during the later implementation process as well as over time as the program is updated.

Part 6 – Identify Signage Needs

This process will utilize all of the standards and information developed during the criteria development, zoning review and branding, and identity development processes to determine the actual sign types such as gateway, vehicular directional, secondary gateway, destination or attraction identity, parking directional, parking identity, pedestrian directional and informational kiosks and interpretive signage will be required to create a highly functional wayfinding signage program that will be adaptable and updateable as changes to the area occur over time.

Part 7 – Sign Placement and Usage Guidelines

In addition to identifying the types of signs that will be necessary, parts of the program, guidelines for how each sign is to be used, and where it should be placed in relation to the start and end point of any pathway shall be developed. This will enable the City of Fresno to update the program after the initial implementation in a consistent and effective manner.

Part 8 – Kiosk Criteria Development

Kiosks represent the primary opportunity for private businesses and attractions to be included in a wayfinding signage program. To manage this involvement in a consistent and effective manner, it is necessary to develop criteria that are more detailed to guide the content of the information display areas of a kiosk type sign.

Part 9 – Policy for Implementing, Updating and Maintaining the Wayfinding Program

A policy or “blueprint” shall be developed to guide the City of Fresno in the implementation, updating and maintenance of the wayfinding program. In addition to addressing issues of criteria, messaging, sign type and placement, a process for accepting inquiries of application for inclusion in the system as well as a review process for such inquiries or applications will be developed to provide a means to ensure a consistent approach to managing the wayfinding program from inception through updating over time.

Preliminary Design

To create a visual aide in understating how the wayfinding program master plan shall work, WSA shall create conceptual designs (up to two distinct concepts) for the sign types that are determined to be necessary components of the sign family. These designs will be very conceptual in nature, i.e., graphically developed enough to demonstrate the function of the system as well as incorporating local branding and identity but are not to be construed as final, highly refined designs. In addition to demonstrating the functional and branding elements, they will serve to facilitate discussion with the stakeholders committee as to what direction the separate process of final design shall take. We envision this effort to include a one-day field review of the crossings and presentation of the assessment to the TAC.

Task B. Downtown Railroad Quiet Zone Assessment

As described in the DTIS Final report, the Federal Railroad Administration (FRA) allows local communities to establish “quiet zones” or to replace train horns with wayside horns. To qualify for a quiet zone, communities must assess risks and make appropriate improvements to their at-grade railroad crossings. Prior to the risk assessment (using FRA’s Quiet Zone Calculator), a field assessment of crossings issues should be performed, particularly where pedestrian intrusions into the railroad right of way are common. In Task B, WSA will perform the pre-FRA Quiet Zone Calculator field review of the BNSF downtown railroad crossings to assess their potential for quiet zone approvals. This review would focus on the potential to upgrade crossing safety and issues related to pedestrian intrusions into the right of way.