



Wayfinding System for Core Districts, Proposal #PUR0716-014

Proposal Evaluation Summary, November 18, 2016

Evaluators: Phil Wasta, Casey Prince, Aaron McCreight, Jennifer Pruden and Matt Myers

Proposals received – Alphabetical Order:

Firm Name	Location
AECOM Technical Services, Inc.	Los Angeles, CA
Confluence, Inc.	Cedar Rapids, IA
Corbin Design, Inc.	Traverse City, MI
HDR Engineering, Inc.	Cedar Rapids, IA
MERJE (Found Design, LLC)	West Chester, PA
Shive-Hattery, Inc.	Cedar Rapids, IA

Top ranked three firms:

1. Corbin Design, Inc.

Criteria	Points
Qualifications and Experience	500
Proposed Cost (See Page 2)	180
Responsiveness (timeline & approach)	200
Responsiveness (scope of services and understanding of project)	50
Responsiveness (proposal completeness and compliance)	50
Local Preference Points	n/a
Total Evaluation Points	980

Facts:

- Presented a proactive focused systematic approach to the project
- Attended the pre-proposal meeting and demonstrated a very good understanding of the project
- Solid wayfinding experience with Midwest Cities
- Stressed changeability, flexibility and durability
- Strong team by partnering with Anderson-Bogert

2. Shive-Hattery, Inc.

Criteria	Points
Qualifications and Experience	350
Proposed Cost (See Page 2)	160
Responsiveness (timeline & approach)	160
Responsiveness (scope of services and understanding of project)	45
Responsiveness (proposal completeness and compliance)	35
Local Preference Points	50
Total Evaluation Points	800

Facts:

- Good process for the public input
- Stressed the durability and design of signs
- Regional wayfinding experience
- Presented a good idea of a “Rule Book” for the wayfinding signage

3. AECOM, Technical Services, Inc.

Criteria	Points
Qualifications and Experience	350
Proposed Cost (See Page 2)	200
Responsiveness (timeline & approach)	120
Responsiveness (scope of services and understanding of project)	35
Responsiveness (proposal completeness and compliance)	40
Local Preference Points	n/a
Total Evaluation Points	745

Facts:

- Presented a streamlined process due their extensive experience with wayfinding projects
- Public Input Process was not as strong in comparison to other proposals
- Knowledge of this particular project was not as strong in comparison with other proposals
- Cost was lowest

Recommendation for Award:

The evaluation team scored the top ranked three proposals and Corbin Design was rated as the top proposal. A contract will be awarded to Corbin Design.

Financial Submittals:

Firm Name	Phase 1	Phase 2	Phase 3	Total
AECOM Technical Services, Inc.	24,000	19,500	29,000	\$72,500
Confluence, Inc.	17,500	40,000	27,500	\$85,000
Corbin Design, Inc.	34,175	18,925	28,564	\$81,664
HDR Engineering, Inc.	57,300	28,500	19,200	\$105,000
MERJE (Found Design, LLC)	51,250	30,700	17,000	\$98,950
Shive-Hattery, Inc.	24,000	29,000	31,000	\$84,000