



City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org

Legislative File No: 2011-0414

TO: Mayor and City Council Members
FROM: Scott Cope, Building Department Director
DATE: September 15, 2011
SUBJECT: City Hall Monument Sign

REQUEST:

City Council is requested to approve a project budget for the design, fabrication and installation of a new monument sign for City Hall in the amount not-to-exceed \$40,000.00 to Townsend Sign, Rockwood, Michigan and other vendors as required.

REASON FOR PURCHASE:

The replacement of the deteriorating sign located on the southeast corner of Rochester Hills Drive and Avon Road is budgeted for replacement in 2011. To provide a method of communication to City residents and the general public of the location of City Hall, in addition to providing a method of communicating events, activities, general information and emergency alerts, a changeable message component will be incorporated into the sign design. The replacement sign will reflect the City's identity with the incorporation of the new logo and tag line.

Request for Proposals were solicited, reviewed by an evaluation committee and shortlisted to three companies. Interviews were conducted with shortlisted firms. Subsequently, additional samples of designs and costs were submitted by the shortlisted firms to assist in determining the experience, responsiveness, capacity and ability to work with the City to achieve its communication goals within the existing budget. Townsend Sign was selected as the firm most qualified to provide the best value for the City to produce a final design based on the City's concept for effective communication, aesthetic appeal and budget efficiencies. Sign fabrication and installation will be provided by Townsend's own resources.

A not-to-exceed project budget is requested as vendors to supply electrical work and other services may be required as the project progresses.

PROCESS:

Vendor Name and Address:

Townsend Sign
31550 Gossett Drive
Rockwood, MI 48173

Reason for Selection:

Best Value

Method of Purchase:

Purchase Order

BUDGET:

\$40,000 is currently budgeted for this project in account number 631.929000 (Repairs & Maintenance), however due to the scope of the project, it is more appropriate to reclassify the expense to account number 631.977000 (Capital Equipment). If approved, a third quarter budget amendment shall be presented to reclassify the budget amounts.

Fund Name	Department Account No	Account No. Description	Budget Amount	Cost	Remaining Budget
Facilities	631.929000	Repairs & Maintenance	\$40,000	0	\$40,000
Facilities	631.977000	Equipment	0	\$40,000	(\$40,000)

RECOMMENDATION:

It is recommended that the Rochester Hills City council approve a project budget for the design, fabrication and installation of a new monument sign for City Hall in the amount not-to-exceed \$40,000.00 to Townsend Sign, Rockwood, Michigan and other vendors as required.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Finance Director		
Purchasing Process: Supervisor of Procurement		
Mayor		
City Council Liaison		