

**ITEM 16. TENDER - WAYFINDING SIGNAGE IMPLEMENTATION -  
MANUFACTURE AND INSTALLATION SERVICES**

**FILE NO: S118896.007**

**TENDER NO: 1537**

**SUMMARY**

This report provides details of the tenders received for Wayfinding signage implementation – manufacture and installation services.

In December 2013, Council endorsed the Legible Sydney Design Manual and Implementation Plan which includes the provision of new pylon, flag and finger signs. This Manual forms part of the City's Public Domain Design Code for signage.

The project scope of this tender includes the manufacture and installation of pylon, flag and finger signage at documented locations throughout the local government area (LGA).

This report recommends that Council accept the tender offer of Tenderer 'A' for Wayfinding signage implementation – manufacture and installation services.

**RECOMMENDATION**

It is resolved that:

- (A) Council accept the tender offer of Tenderer 'A' for Wayfinding signage implementation – manufacture and installation services for a period of five years, with the option of an extension of 12 months;
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the contracts relating to the tender; and
- (C) authority be delegated to the Chief Executive Officer to exercise the option referred to in clause (A), if appropriate, and negotiate the price to extend the contract accordingly.

**ATTACHMENTS**

**Attachment A:** Wayfinding Signage - Kit of Parts

**Attachment B:** Photographs of Wayfinding Signage Pilot Testing

**Attachment C:** Tender Evaluation Summary (Confidential)

**Attachment D:** Schedule of Rates (Confidential)

**(As Attachments C and D are confidential, they will be circulated separately from the agenda paper and to Councillors and relevant senior staff only.)**

**BACKGROUND**

1. Sustainable Sydney 2030 has as a strategic direction to create “A City for Pedestrians and Cycling” with targets to increase walking mode share within the LGA.
2. The City’s Liveable Green Network Strategy and Masterplan provides the means to deliver on this direction with an integrated pedestrian and cycle network across the LGA that connects the city centre, village centres and major parks and recreation facilities.
3. The provision of consistent pedestrian wayfinding information is seen as critical in ensuring that the Liveable Green Network routes are clearly defined and understood, as well as helping people feel confident of finding their way around the city.
4. In December 2013, Council endorsed the Legible Sydney – Design Manual and Implementation Plan, which includes a proposed family of wayfinding elements (Attachment A).
5. Pylon, flag and finger signs (Attachment B) will be placed throughout the LGA, with pylons being placed at all major decision points (public transport hubs and interchanges, main intersections, etc.) and flag and finger signs along the main walking routes (Liveable Green Network) to confirm directions and destinations for the user.
6. The project scope includes services to provide:
  - (a) provision of four prototypes;
  - (b) manufacture and installation of approximately 100 pylon signs, 380 flag signs and 225 finger signs throughout the entire LGA;
  - (c) provision of any additional required pylon, flag and finger signage and taxi signage, including artwork production, manufacture and installation;
  - (d) removal of 228 redundant signs; and
  - (e) maintenance and six-monthly audits of already installed signage throughout the life of the contract.
7. Manufacture and rollout of Braille/tactile signage elements is currently underway through a separate contract approved by Council on 29 June 2015. Installation of this signage is scheduled to commence in March 2016.

**INVITATION TO TENDER**

8. The Invitation to Tender period was open from Tuesday 29 September 2015 to Tuesday 3 November 2015. The tender was advertised in The Sydney Morning Herald, the Daily Telegraph and City’s eTendering on Tuesday 29 September 2015.

**TENDER SUBMISSIONS**

9. Eight submissions were received from the following organisations (listed alphabetically):

- Blueprint Concepts
- Claude Outdoors Pty Ltd
- Cunneen Signs
- G&G Services
- Hunter Valley signs Pty Ltd t/a Hi-ViS Signs & Safety
- Mija (Geelong) Pty Ltd t/a Best Group: Signage & Visual Communications
- SMS – Singleton Moore Sign Co Pty Ltd
- Wardrope & Carroll Engineering

10. One late submission was received.

### **TENDER EVALUATION**

11. All members of the Tender Evaluation Panel have signed Pecuniary Interest Declarations. No pecuniary interests were noted.
12. The relative ranking of tenders as determined from the total weighted score is provided in the Confidential Tender Evaluation Summary – Attachment C.
13. All submissions were assessed in accordance with the approved evaluation criteria being:
- (a) the lump sum price and schedule of prices;
  - (b) demonstrated experience and qualifications of nominated project manager in managing and delivering comparable services on large scale signage implementation projects or other projects of a similar nature;
  - (c) demonstrated capacity, capabilities and qualifications of project team, as well as adequate resourcing to service the contract;
  - (d) capacity to achieve the required project program and suitability of the proposed methodology to deliver the scope of services;
  - (e) ability to meet quality requirements of completed and installed signage, including environmental management;
  - (f) Workplace Health & Safety; and
  - (g) financial and commercial trading integrity, including insurances.

### **PERFORMANCE MEASUREMENT**

14. In entering into the contract, the City will ensure that performance standards are met and monitored during the project, by the City's Project Manager, by:
- (a) carrying out regular reviews and Key Performance Indicator (KPI) monitoring to ensure the company remains on track with regard to the program and the quality of work;

- (b) presenting regular progress reports and results to the Project Control Group (PCG) and seeking input and addressing issues raised by members of the PCG; and
- (c) ensuring the Consultant completes the project as specified in the tender documents.

### **FINANCIAL IMPLICATIONS**

- 15. There are sufficient funds allocated for this project within the current year's capital works budget and future years' forward estimates.

### **RELEVANT LEGISLATION**

- 16. The tender has been conducted in accordance with the Local Government Act 1993, the Local Government (General) Regulation 2005 and the City's Contracts Policy.
- 17. Attachments C and D contain confidential commercial information of the tenderers and details of Council's tender evaluation and contingencies which, if disclosed, would:
  - (a) confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business; and
  - (b) prejudice the commercial position of the person who supplied it.
- 18. Discussion of the matter in an open meeting would, on balance, be contrary to the public interest because it would compromise Council's ability to negotiate fairly and commercially to achieve the best outcome for its ratepayers.

### **CRITICAL DATES / TIME FRAMES**

- 19. Once approved, the project will commence within one month. Sampling and prototype production is anticipated to be completed and ready for assessment and evaluation within three months of the execution date of the contract. Manufacture and installation of all wayfinding signs is anticipated to be completed within a maximum of five years of the execution date of the contract.

### **OPTIONS**

- 20. Not proceeding with the project will delay responding to a pedestrian amenity issue raised by key stakeholders and alignment with major infrastructure projects such as the CBD and South East Light Rail project.

### **PUBLIC CONSULTATION**

- 21. Key external stakeholders were consulted in the development of initial prototypes and pilot testing stage, including Transport for NSW, Sydney Harbour Foreshore Authority, Barangaroo Delivery Authority, Royal Botanic Gardens, Tourist and Transport Forum, Destination NSW, Vision Australia and Guide Dogs NSW/ACT.

22. A stakeholder and community engagement process was undertaken in August and September 2015 to further inform the documentation of signage, draw on local community knowledge on destinations that require wayfinding information and to receive feedback on decision points where signage might be required.

**KIM WOODBURY**

Chief Operating Officer

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