



Legislation Text

File #: 2015-0676, **Version:** 1

Title/Name/Summary

Teska Addendum # - Wayfinding and Branding Plan - Public Outreach

History

In 2014, the Village entered into a contract with Teska Associates to complete a wayfinding and branding plan. Since that time, Village Staff and the consultant team have been working to gain input on the proposed logo, branding and signage design. In addition, staff has provided input on the priority locations for wayfinding signage.

Initially, the consultants, along with Village Staff, engaged the public by issuing a survey that received approximately 450 responses. From the survey results the consultant team began to shape the branding concept for the Village. Then focus group meetings were held with selected survey respondents to gain further input from residents and business owners. After receiving direction from the steering committee and the consultant team, staff concurs there is a need for additional public input. Teska has recommended additional meetings be added to the scope of this project, they are listed below:

- Four meetings with members of the Village Board of Trustees
- One additional meeting with the Steering Committee
- One public open house meeting

The public open house will allow more members of the community to contribute to the new wayfinding and branding effort. The additional meetings with the Village Board and steering committee, will allow the consultant team to present their findings from the open house and further incorporate them into their plan. Teska proposes to provide these services for a fee not to exceed \$9,400. A detailed budget is attached for reference. The original contract was approved on August 18, 2014, in the amount of \$99,724 for Professional Engineering and Planning consultation as outlined in their May 30, 2014 RFQ proposal and the addendum dated July 31, 2014.

On November 2, 2015 this item was reviewed by the Economic Development Strategy and Community Engagement Committee, recommended for approval and referred to the Village Board of Trustees for consideration.

Financial Impact

Funds are accounted for in 2015 budget as a part of the Economic Development and Promotion Expense account, 010-2003-484910.

Recommended Action/Motion

I move to approve Addendum #1 to the Teska contract in the amount not to exceed \$9,400.

