



CITY OF ALLENTOWN

No. 30344

RESOLUTION

R200 - 2021

*Introduced by the Administration on December 1, 2021*

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Authorization for Contract with Kerestes-Martin Associates, Inc. in the amount of \$46,850.00 to obtain a qualified urban planning consultant to support the development of city-wide Wayfinding Master Plan for the City of Allentown. The plan will include analysis, system design, documentation, design specifications and implementation for various forms of signage. The plan will provide a city-wide siting plan and implementation strategy as well as specific design guidance for a signage hierarchical system including design, context, and information to be included.

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***Resolved by the Council of the City of Allentown, That***

**WHEREAS**, Article 130.16 of the City's Administrative Code requires City Council approval by Resolution for the award of contracts or engagement of professional services.

**WHEREAS**, it is the desire of the City of Allentown to enter into an agreement with the aforementioned Contractor, for the use and purpose indicated in supporting the Recommendation of Award of Bid:

1. Name of Contractor/Consultant: Kerestes-Martin Associates, Inc
2. Project or Contract Reference: RFP 2021-31- WAYFINDING PLAN
3. Description of Service(s): The City seeks to obtain a qualified urban planning consultant to support the development of city-wide Wayfinding Master Plan for the City of Allentown. The plan will include analysis, system design, documentation, design specifications and implementation for various forms of signage. The plan will provide a city-wide siting plan and implementation strategy as well as specific design guidance for a signage hierarchical system including design, context, and information to be included.

**NOW, THEREFORE, BE IT RESOLVED**, on this the 1<sup>st</sup> day of December of 2021, that the Council of the City of Allentown, hereby authorizes the Mayor and/or such other City officials as deemed appropriate by the City Solicitor, to sign and execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the above named contractor/consultant, for the project identified.

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Daryl Hendricks	X	
Cynthia Mota	X	
Joshua Siegel	X	
Ed Zucal	X	
Julio A. Guridy, President	X	
TOTAL	7	0

***THIS IS TO CERTIFY, That the above copy of Resolution No. 30344 was adopted by the City Council of Allentown on the 1<sup>st</sup> day of December, 2021, and is on file in the City Clerk's Office.***

  
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**City Clerk**



**CITY OF ALLENTOWN**  
**Request for Approval and Recommendation of Award**

**SUBJECT:** Request for Contract Award and Approval by City Council Pursuant to City Ordinance, Article 130.16

Project or Contract Reference: RFP 2021-31- WAYFINDING PLAN

**TO:** City Council, City Clerk, and Council Solicitor

**FROM:** Leonard Lightner, Department Head

**DATE:** November 18, 2021

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Pursuant to City Ordinances, Article 130.16, this Recommendation of Award is before City Council for its approval and award of the contract.

- Check Type of Contract or Change:

X            The contract is for over \$40,000 and required to be competitively bid under the City Code. We have advertised the above referenced project and received qualified bids/proposals.

The engagement of professional services. We have received and reviewed a proposal or proposals for professional services in connection with above referenced project or requirement for professional services.

- The contract appropriation or price increase **is** included in this year's budget
- List the Vendor's name, address and proposed sum, of any and all **alternate** quotes/received, if any.

Found Design, LLC dba MERJE- 120 North Church Street, Suite 208, West Chester, PA 19380  
Guide Studio, Inc.-13110 Shaker Square, Suite 101, Cleveland, OH 44120  
Overunder 46 Waltham Street, Courtyard One, Boston, MA 02118

- List the name and address of the **recommended** Contractor/Vendor, include the following:

Kerestes-Martin Associates, Inc., 104 Broadway Street, Carnegie, PA 15106

Contract Consideration: \$46,850.00

Funding Source:            000-09-0902-0001-46

   000-09-0902-0004-46

- Description of project or scope of services to be provided:

On October 8, 2021, the City advertised a solicitation in order to obtain a qualified urban planning consultant to support the development of city-wide Wayfinding Master Plan for the City of Allentown.

The plan will include analysis, system design, documentation, design specifications and implementation for various forms of signage. The plan will provide a city-wide siting plan and implementation strategy as well as specific design guidance for a signage hierarchical system including design, context, and information to be included. On November 4, 2021, the City held the public opening, in which four (4) proposals were received. The Proposals submitted by OverUnder, and Guide were disqualified due to containing cost information in their technical proposals. The remaining two (2) proposals were scored based on the RFP requirements, Ability to Meet RFP Requirements (30 Points), Project Approach (25 Points), Qualifications/Experience (25 Points). Upon review and scoring of both the proposals, Merje had scored the highest. The cost proposals were opened on November 8, 2021 and distributed to all committee members. The cost evaluation committee meeting occurred on November 9, 2021, after review and discussion the committee members scored the cost proposal based on 20 Points, KMA scored the highest. The Committee made the recommendation to proceed with Oral interviews/Presentations as they did not feel confident in deciding based solely on the information provided. Both firms would be sent questions ahead of the presentation to be answered on said date. The committee will award to the highest scored firm based on the final scores after the Oral interviews/Presentations. On November 16, 2021, the oral interviews were held. The committee members scored the oral interviews/presentations (20 Points) and made the recommendation to award to the highest scoring firm. At this time the committee is recommending award to Kerestes-Martin Associates, Inc. (KMA).

- Contract Term:

The Contract term shall commence upon full execution and shall cease one (1) year thereafter.

- List any renewal term options and duration of each renewal, if any:

Upon written agreement, this contract may be extended for up to an additional three (3) months beyond the contract expiration period.

- Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:

n/a

A vote of final approval is requested of the members of Council and by passing the accompanying resolution, this Contract will be deemed approved and awarded.

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By: Leonard Lightner, Department Head

Copies To: Mayor  
Director of Finance  
Purchasing  
Controller

Attachment: proposed resolution