

# Issue Analysis Form

**Date:** 07/23/2019  
**Item:** Discussion – County Welcome Signs  
**Lead Department(s):** County Administration, General Services, Finance  
**Contact Person(s):** Jeff Stoke; Mike Purvis; Betsy Drewry



## Description and Current Status

The Board of Supervisors discussed replacing County Welcome Signs during a FY2020 budget work session on April 3, 2019. Board consensus was given to research replacing the signs, obtain pricing and to use Tourism Funds for the purchase.

**RFP #19-0603-1 “Welcome Signs”** was issued on June 3 with a June 20 closing date. The RFP solicited design and pricing to reface 9 existing County Welcome Signs and 2 signs for the Prince George Industrial Park. This RFP and any addenda can be viewed on the County Finance website at

[https://www.princegeorgecountyva.gov/departments/finance\\_department/procurement/bids\\_rfp\\_announcements.php](https://www.princegeorgecountyva.gov/departments/finance_department/procurement/bids_rfp_announcements.php)

Three (3) proposals were received and a staff panel ranked the proposals based on criteria established in the RFP, and interviewed the top 2 firms. Panel Members are:

- Jeff Stoke, Deputy County Administrator
- Betsy Drewry, Deputy County Administrator - Finance
- Mike Purvis, Director General Services
- Horace Wade, Planner

The scoring of proposals for all 3 firms and rankings are shown below.

Proposal Evaluation		
Company Name	Average Score	Rank
Moore Sign Corporation	77	3
Talley Sign Company	93	2
Westview Companies, Inc.	95	1

The top 2 firms came in to discuss their proposals and respond to interview questions on July 10, 2019, and scoring is shown below.

Interview Evaluation		
Company Name	Average Score	Rank
Talley Sign Company	34.62	2
Westview Companies, Inc.	40.62	1

Staff would like to solicit Board Member input on color for signs (background; lettering and post covers) and feedback on where to install solar up-lighting. Visuals of potential sign colors will be provided at the work session.

Staff will be recommending award of contract to Westview Companies at the next regular Board of Supervisor’s meeting on August 13.

**Pricing Information provided in Proposal (Westview):**

**\$48,404** is Lump Sum Pricing for: 9 Welcome Signs (one-sided); 2 Industrial Park Signs (one-sided); new 4X4 pressure-treated wood posts with painted PVC sleeve coverings. Aluminum tube posts can be provided at the same price as new p/t wood posts with coverings. Staff will examine color options and useful life comparison for both post options, as well as adherence to VDOT breakaway requirements. Pricing includes all materials and installation.

**Potential Additional Costs / Alternates:**

**2-sided option “Thank you for Visiting....” - \$1,650 per sign [not feasible at all locations]**

**Solar Up-lighting - \$5,100 per system sign/system** (\$4,500 for kit + \$600 installation per system/sign). Solar up-lighting price is an initial “rough” estimate for a mid-range industrial use turn-key kit (typically includes cables, fixtures, LED bulbs, battery, solar panel and battery casing). Specific detailed pricing will be obtained if board so directs staff.

**Government Path**

- Does this require IDA action?  Yes  No
- Does this require BZA action?  Yes  No
- Does This require Planning Commission Action?  Yes  No
- Does this require Board of Supervisors action?  Yes  No
- Does this require a public hearing?  Yes  No
- If so, before what date?  Yes  No

**Fiscal Impact Statement**

Tourism Funds will be used for sign replacement (appropriation from Tourism Fund)

Balance). Tourism Fund Balance at June 30, 2018 was \$277,072. Projected / preliminary Tourism Fund Balance is \$290,000 - \$295,000. Tourism Fund Balance is sufficient to fund this project.

### **County Impact**

Award of contract and purchase of signs to replace the existing aged, faded signs will improve appearance of County gateways.

### **Notes**



TEMPLE AVENUE SIGN FOR DISCUSSION