SHANNON **LEIGH**

CLARIFY. CREATE. CONNECT WITHIN THE BUILT ENVIRONMENT.

PROPOSAL FOR:

San Leandro Unified School District

PHASE 1

School Site Signage Assessment and Budgeting

San Leandro, CA

March 7, 2017

SHANNON **LEIGH** Clarify. Create. Connect within the built environment.

07 March 2017

Dr. Mike McLaughlin
San Leandro Unified School District
835 E. 14th Street, Suite 200
San Leandro, CA 94577

Subject: School Site Signage Assessment and Survey Project
Phase 1: Signage Assessment and Budgeting Proposal

Dear Dr. McLaughlin,

We are pleased to present our response to your request for a proposal to examine the infrastructure relating to signage for your school site buildings. Thank you for meeting with Shannon Leigh last week.

We are looking forward to collaborating with your team to provide assessment , and budgeting for the signage needed at the fourteen school sites in SLUSD. We are experienced working with campuses and helping facilities teams update their sites to implement current code signage as well as wayfinding and communication tools.

We have a unique story as we started our firm deeply entrenched in manufacturing. This assures that our designs are well grounded and very responsive to budgets, schedules, and aesthetics.

Please contact me personally with any questions or clarifications. I am a proud parent of a SLUSD student, home owner and San Leandro employer. We are invested in creating the best learning environments for our community's students and visitors to your sites.

Regards,

Shannon Hackley

Shannon Hackley
Founder, Wayfinding Consultant

* Certified WBE with GSA, SLEB, WBENC

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San Leandro Unified School District | School Site Signage Assessment and Budgeting

The SLUSD school sites consists of 14 educational facilities: 8 elementary schools, 2 middle schools, 3 high school campuses, and 1 adult school campus. In November 2016, local voters passed Measure J1 to fund critical facility upgrade and improvements for San Leandro schools. Part of the goals of these upgrades is to renovate the campuses, including meeting new building standards and updating signage and wayfinding.

Scope of Work:
Phase 1 - Shannon Leigh (SL) will perform a preliminary assessment of exterior and interior signage at each school site and provide recommendations for bond related infrastructure improvements relating to signage. The assessment will include a photo survey of typical conditions, preliminary budgets for upgrading signage, and recommendations for Phase 2 design and implementation. The preliminary assessment report will be delivered electronically as PDF files.

Deliverables:
Phase 1
a) Attend kick-off meeting with project team to review initial plans and priorities for execution of bond projects.
b) Survey fourteen (14) SLUSD campuses and document exterior signage, quantity and condition. Produce survey documentation.
c) Survey fourteen (14) SLUSD campuses and document typical interior signage. Produce survey documentation.
d) Tally and estimate fabrication costs for implementation of new sign program for existing and proposed improvements (new buildings). Sign Vendor coordination to evaluate condition of large asset signs and produce findings report.
e) Prepare findings report with reccommendations to develop a plan for design and implementation of Phase 2.
f) Present project team findings report.

Meetings: 2 meetings with SLUSD personnel. 2 presentations to stakeholders.

Phase 1: Proposal is based on the following assumptions

- Floor plans will be provided by SLUSD. (New renovation drawings from architects)
- Signage reviewed will include code, room identification, departments, and wayfinding signage, brand, parking, electronic message centers.
- All documentation will be developed on 11" x 17" sheets in a format agreed to by the project team.
- All documentation will be delivered electronically as PDF files.
- All project meetings will be held in San Leandro, CA or via internet conference call.

Additional Services

The following tasks are considered additional services from this scope of work and may be requested as separate projects.

- Phased construction documents or implementation.
- Development of a sign standard manual.
- Sign fabrication and installation.
- Engineering and permit fees
- Phased construction documents or implementation.
- Programming or development of multilingual signage; translation or coordination with translation services.
- Exhibition or display spaces/areas; interpretive panels or graphics.
- Electronic wayfinding in any format.

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Estimated fee for Scope of Services as outlined in this proposal:

Tasks for Phase 1:

Photo survey and documentation	$19,950.-
Budget analysis	9,560.-
Vendor Corordination for evaluating message centers	2,000.-
Findings Report	7,500.-
Recommendations for Phase 2	3,900.-
Total	**$42,910.-**

Additional Phase 2 proposal will be provided to address the following scope of work based on findings report from Phase 1:

Phase 2 will produce documentation to implement the following:

a) Design Sign Standards Manual for District-wide use.
b) Emergency and life safety signage location planning.
c) Branding and electronic signage renovation or new signage procurement and design.
d) Wayfinding analysis and design and location planning as required.
e) Exterior signage, parking. code, drop off, and wayfinding reccommendations.
f) Building naming, nomenclature and numbering review and recommendations.
g) Room and Department Identification and sign location planning
h) Plan for Multilingual signage
i) Campus Map design
j) DSA Requirements for signage programmed

Additional Services

The following tasks are not a part of the base scope of work. If requested by the Client, SLA will submit fees for any of these (or other) tasks. Additional services can be provided for a fixed fee or on a time and materials basis as agreed in advance by both SLA and the Client

- Attendance at meetings, public agency presentations, or hearings in addition to those delineated in the scope of work. Development of presentation materials, including design review submittals, for variances or other special consideration requested by the Client
- Modifications to the Architect's CAD drawings
- Procurement of sign prototypes
- Electronic or digital signage in any format
- Exhibition or display spaces/areas; interpretive panels or graphics
- Exterior building numbering or campus numbering system are excluded from this scope of work.
- Programming or development of multilingual signage; translation or coordination with translation services
- Exhibition or display spaces/areas; interpretive panels or graphics
- Electronic wayfinding in any format

Rate Schedule

The fees proposed are based on the following schedule of hourly rates. Rates shown are year 2016/2017 rates and will be adjusted annually based on the cost-of-living index.

Principal	$	190.00
Senior Designer / Project Manager		150.00
Project Coordinator / Junior Designer		130.00

Terms & Conditions

REIMBURSEMENTS
Consultant shall be compensated for reimbursable expenses, including both in-house charges and outside expenditures made in the interest of the project. Examples of reimbursable expenses include, photocopies, mileage at IRS reimbursable rate per mile, parking, travel, out-of-town meals and lodging.

PAYMENT SCHEDULE
Fees and reimbursable expenses will be billed monthly as project scope progresses and is completed. Payment is due within 15 days. The designer shall be entitled to reimbursement of all costs incurred in collecting overdue accounts including, but not limited to, legal fees. Entire fee is due upon scope completion and without retention fees withheld.

PROJECT DELAYS
If this project is suspended in whole or in part, or is delayed for 4 weeks or more, the designer reserves the right to charge a restart fee of 5% of the contract value to accommodate the additional start/stop time or renegotiate the fee to reflect any changes in hourly rates, expenses, or project scope. In the case of project suspension, the designer shall be paid for all services performed and reimbursable expended to date.

The designer will use their best efforts during design activities to meet the client's target dates. However, if there are delays in the project, whether caused by the client, fabricator, or others, the designer shall not be liable to the client for any expenses, lost profits or damages sustained as a result of these delays.

ARBITRATION
Project disputes in excess of $2,500 arising out of this contract shall be submitted to binding arbitration in the state of California and conducted in accordance with all the rules of the American Arbitration Association. The prevailing part shall be entitled to all arbitration court costs and reasonable attorney fees.

ENGINEERING
The designer shall design all items required for this project including specifications for materials and construction details. However, it is understood by the client that the designer is not a licensed engineer or architect, and that responsibility for the interpretation of design, design drawings, and engineering of all work performed under this contract to yield an effective and safe product is the responsibility of the client and its architect, engineer, or fabricator. It is further agreed that the client shall indemnify, defend, and hold the designer harmless from and against any claim, suit damages, and expense, including attorney's fees arising from any claim by any party in this regard.

This agreement constitutes the entire Agreement between the parties and supersedes any prior or concurrent agreements, understandings, arrangements and negotiations. No amendment or modification of this agreement shall be valid or enforceable unless in writing and signed by the parties affected.

IMPLEMENTATION
The client shall contract and pay directly for implementation services such as fabrication and installation. The designer shall not be held responsible for the quality or timeliness of the fabricator's work, whether or not the designer assists the client in evaluating, selecting or monitoring the fabricator or installer.

LIABILITY
Liability of the designer shall be limited to the total design fee for the project.

OWNERSHIP
All artistic expression, design concepts, sketches, notes, photographs, drawings, specifications, computer files, and the right to create copies or derivative works shall remain the property of the designer whether the project for which they are made is executed or not.

Use of project document or derivative works by the client on other projects shall entitle the designer to further compensation equal to the original project fee, unless otherwise agreed to in writing by both parties.

If the client reuses designs or specifications at any other time or in another location, the client shall hold harmless against claims for loss or damages resulting from the failure of these designs encountered with such reuse.

REPRESENTATIONS
The client represents that it has full power and authority to enter into this Agreement and that it is binding and enforceable in accordance with its terms.

SEVERABILITY
All provisions of this Agreement are separate and divisible, and if any part is help invalid, the remaining provisions shall continue in full force.

TERMINATION
Either party may terminate this agreement after 10 days written notice. In the event of the termination of this contract, the designer shall be paid in full for all services performed up to the termination date, based on standard hourly rates, along with associated reimbursable expenses.

Thank you for the opportunity to be a part of this project. Please indicate your acceptance of this proposal by signing below and returning a signed copy for our files.

Shannon-Leigh Associates, LLC (DBA Shannon Leigh)
Consultant

_____
Authorized Signature

_____
Date

San Leandro Unified School District
Company

_____
Authorized Signature

_____
Printed Name and title

_____
Date