


## COUNCIL COMMUNICATION

	Number:	<b>20-418</b>	Meeting:	<b>October 5, 2020</b>
	Agenda Item:	<b>33</b>	Roll Call:	<b>20-1576</b>
	Submitted by:	<b>Benjamin R. Page, Park and Recreation Director</b>		

### AGENDA HEADING:

Approval of Agreement between Project 7 Design, Inc. (d/b/a P7), Des Moines Park & Recreation Foundation (d/b/a Friends) and the City of Des Moines Parks and Recreation Department regarding design services for E911 and Trail System Identities Signage.

### SYNOPSIS:

Approving Agreement between P7 (an Iowa corporation, Katherine Hutchison, Executive Director, 222 E 3<sup>rd</sup> Street, Des Moines, IA 50309), Friends (an Iowa non-profit corporation, Sarah Lohmeier, Executive Director, 1551 E. Martin Luther King Jr. Parkway, Des Moines, IA 50317), and City of Des Moines for the design services for E911 and Trail System Identities Signage.

### FISCAL IMPACT:

Amount: N/A

Funding Source: Donation in the amount of \$44,460 from Friends.

### ADDITIONAL INFORMATION:

- This project will provide the City with updated E911 signage (signs) for the City's regional, multi-use trail system (trails). The signs will create a cohesive system for emergency response and graphic identity for the trail system. The Friends selected P7, a professional graphic design firm, to create final Phase 1 and Phase 2 work, as defined below.
- Scope of work includes research, project management and final print-ready files. All final selected designs and identity marks become property of the City.
- Phase 1 includes concept development and finalization of the double-sided primary E911 sign. This sign shall provide both a consistent base design throughout the trail system and also display information specific to each individual location such as E911 emergency, the segment trail name, mile marker, and other details important to safety and navigation.

- Phase 2 includes nine (9) individual graphic identities developed and finalized for nine (9) specific trail segments. These identities will strengthen the character of these segments, while providing a unique layer of detail to further help navigating the more than 80 miles of nationally recognized trails in Des Moines. The Phase 2 graphic identities will be added to the Phase 1 base signs as they are finalized. P7 will provide a report detailing design standards to assist with the development of all future trail graphic identities.
- Friends are generously donating the funding and will be responsible for all costs and fees associated with P7's work. Upon finalization of designs, the City will be responsible for funding the fabrication and installation of the signs.
- Friends intend to obtain a license from the City after the trail identities are created to sell merchandise for fundraising purposes. These funds will be dedicated to supporting the City's trails and parks.
- City's trail system and planned sign locations:

## Des Moines Regional Trail System

### Legend

City of Des Moines  
Primary Trails

- (A) Bill Riley Trail
- (B) Carl Voss Trail
- (C) Easter Lake Spine Trail
- (D) Gay Lea Wilson Trail
- (E) Indianapolis Avenue Trail
- (F) Inter-Urban Trail
- (G) John Pat Doman Trail
- (H) Krudener Trail
- (I) Levee Trail
- (J) Martin Luther King Jr. Trail
- (K) Meredith Trail
- (L) Neal Smith Trail
- (M) Trestle to Trestle Trail
- (N) Walnut Creek Trail
- (O) Waveland Trail

Other Trails

Future Trail Segments

- (1) Carlisle Connection Trail
- (2) Center Place Levee Trail
- (3) Grays Station Trail
- (4) Raccoon River Trail

City of Des Moines Limits

Primary Trail Head Sign: 43

Primary Trail 1/4 Mile Markers: 186



0 0.75 1.5 3 4.5 6 Miles

**PREVIOUS COUNCIL ACTION(S): NONE**

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the first floor of City Hall, 400 Robert D Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to [cityclerk@dmgov.org](mailto:cityclerk@dmgov.org).