



Agenda Item Report

Legislative Board: City Council
Date: December 2, 2025
Contact: Lysa Gonzales, Tourism Director
Agenda Item ID / Number: 2025-1017- / I.2

ITEM TITLE: Deliberation and possible action to award a contract for RFP #25-078 Wayfinding Signage to Facilities Solutions Group and to authorize the City Manager to execute a contract in an amount not to exceed \$126,623.00 (Lysa Gonzalez Director of Destination Services and Community Relations) [PUBLIC TESTIMONY]

1. EXECUTIVE SUMMARY

RFP #25-078 was publicly solicited, and eight proposals were received and opened on September 19. Following a comprehensive review and scoring process, the evaluation team recommends awarding Phase 1 of the contract to Facilities Solutions Group in the amount of \$126,623.00. The City will utilize the standard general services contract approved by the City Attorney. A copy of this contract is attached for review and has been partially executed by the vendor.

The wayfinding signage project is separate from the entrance/gateway project and is captured under the City Council's Strategic Goal 3, Improved Mobility as a major project and Goal 4, Historic and Vibrant Downtown as a major project.

2. BACKGROUND/HISTORY

City Staff prepared and issued RFP #25-078, Wayfinding Signage, and publicly advertised the solicitation in the *Hays Free Press* on August 6 and August 13, 2025. The solicitation documents were also posted on PublicPurchase and Bidnet. A non-mandatory pre-proposal conference was conducted on Thursday, August 14, 2025, at 2:00 PM.

Proposals were received from:

- Ace Signs of Arkansas
- Blink Marketing Inc. dba Blink Signs
- Facilities Solutions Group
- HPAM Sign Pro LLC dba Highpoint Signs & Apparel
- Humble Sign Co
- Liberty Signs Inc.
- SSC Signs & Lighting
- Trade Image

The City of Buda installed its first set of wayfinding signs in 2014. Since then, numerous changes have occurred in the locations of points of interest and public services. As a result, the entire wayfinding message schedule required a comprehensive update. During this process, it was determined that many of the original signs also needed replacement. In response, the Buda City Council chose to incorporate a full redesign to align the system with current city branding.

The wayfinding study began in 2022, and City Council approved the new sign designs at the April 4, 2023 meeting. Funding for fabrication and installation was included in the Hotel Occupancy Tax

budget for FY 2023–2024. However, project costs exceeded initial estimates. Working closely with the City’s consultant, Page Southerland Page, staff refined project estimates to support more accurate budgeting. It was also determined that implementing the project in phases would be the most effective approach.

Funds for Phase I were allocated in the FY 2024–2025 Budget. Due to fiscal year timing constraints, the Finance Department carried forward the Phase I funds from FY 2024–2025 into the current fiscal year.

3. ANALYSIS

The attached RFP solicitation includes the Scope of Work, which breaks the project down into four phases, noted as proposals in the document. Phase I and II are budgeted in FY26 for \$120,000 and \$60,000, respectively. Phase I addresses downtown parking and pedestrian signage within the Downtown Main Street District. Phase II consists of downtown vehicular signage to help traffic navigate to and within the Downtown Main Street District. Future phases include Phase III, vehicular signs to navigate to and from I-35 to Sportsplex, and Phase IV, signs identifying points of interest. Specific signage and locations start on page 11 of the linked RFP.

When evaluating the proposals without factoring in pricing, Facilities Solutions Group (FSG) was the highest-ranked proposer. Staff recommends the contract be awarded to Facilities Solutions Group (FSG), based on the overall quality of the proposal and cost, for Phase I of the project. Future phases will require additional funding.

FSG will complete fabrication and installation within 6-8 weeks of final approvals of sign mockups and messaging. Staff will bring a sample sign to the City Council meeting that FSG created as an example.

4. FINANCIAL IMPACT

The total value of the presented contract is \$126,623.00 and signage would come with a 5-year warranty. Funding is budgeted in the Hotel Occupancy Tax Fund. Phase I budget is \$120,000 and Phase II budget is \$60,000. The additional \$6,623 may be covered by the Phase II allocation, as it falls within the same account and may be transferred for this purpose.

5. STRATEGIC PLAN/GOALS

IMPROVED MOBILITY

6. STRATEGIC PLAN OBJECTIVES

Improved signage for Main Street and the Community

7. PROS AND CONS

Pros

- Meets strategic priorities of the City Council
- Improves wayfinding and mobility
- Increases ease of navigation and access to Downtown
- Phased approach allows the project to progress

Cons

- Future phases will require additional funding

8. ALTERNATIVES

- Approve with revisions or conditions
- Table for future consideration

- Deny request

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Award a contract for RFP #25-078, Wayfinding Signage, to Facilities Solutions Group, and authorize the City Manager to execute a contract in an amount not to exceed \$126,623.00.

Attachments:

[RFP and Proposal Documents Links.pdf](#)
[12.2.25 Wayfinding PowerPoint slides](#)
[RFP 25-078 Scoring Summary Matrix](#)