

Walter, Penny

Subject: FW: Form submission from: Write a Letter to Council
Attachments: 2024 07 17 GPC BRT branding.pdf

From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Monday, July 15, 2024 4:47 PM
To: City Council <City.Council@Saskatoon.ca>
Subject: Form submission from: Write a Letter to Council

--- Replies to this email will go to [REDACTED] ---

Submitted on Monday, July 15, 2024 - 16:46

Submitted by user: [REDACTED]

Submitted values are:

I have read and understand the above statements.: Yes

I do not want my comments placed on a public agenda. They will be shared with members of Council through their online repository.: No

I only want my comments shared with the Mayor or my Ward Councillor.: No

Date: Monday, July 15, 2024

To: His Worship the Mayor and Members of City Council

First Name: Sherry

Last Name: Tarasoff

Email: [REDACTED]

I live outside of Saskatoon: No

Saskatoon Address and Ward:

Address: [REDACTED] peterson cres

Ward: Ward 4

What do you wish to do ?: Submit Comments

What meeting do you wish to speak/submit comments ? (if known):: GPC - July 17, 2024

What agenda item do you wish to comment on ?: 6.2.1 Bus Rapid Transit Branding, Wayfinding and Marketing Development

Comments:

Please find attached my comments and questions.

Thank you,
Sherry Tarasoff

Will you be submitting a video to be vetted prior to council meeting?: No

6.2.1 Bus Rapid Transit Branding, Wayfinding and Marketing Development

In the spirit of transparency, this report should indicate that the contract awarded cost for this system identity process was **\$295,000**.

 City of Saskatoon Supply Chain Management	Purchasing Services 222 Cardinal Crescent Saskatoon SK S7L 6H8	www.saskatoon.ca Tel: 306.975.2600 purchasingadmin@saskatoon.ca
<u>Bid Summary – Open Competition</u>		
RFP 21-0209		
Professional Services - BRT Brand Development Assignment		
Successful Bidder:		
Entro Communications Inc. Vancouver, BC		
Contract Award: \$295,000.00 Excluding Taxes		

The report indicated that “Administration worked with Entro to develop a pathway to the brand development for the new BRT project.” **How much time has Administration provided to this process and at what cost?**

The report indicates “Full implementation of the brand may require further financial resources; however, the details of implementation are still being developed and full scoping is underway. Any additional funding requirements will be brought forward to City Council for consideration prior to implementation.” **Is there any idea how much more this system identity process is expected to cost?**

And finally, the report indicates “Entro was commissioned to conduct a comprehensive audit of Saskatoon Transit’s existing signage system.” **What was the cost for this commission?**