



DATE April 4, 2018
TO GCTD Board of Directors
FROM Marlena Kohler, Purchasing Manager *MK*
Beatris Megerdichian, Transit Planner
SUBJECT Report of Contracts Awarded & Presentation on New Bus Stop Signs

I. EXECUTIVE SUMMARY

In compliance with the GCTD Purchasing Resolution, staff is to provide a monthly report of purchases using the formal bid process which have a value of more than \$50,000, but less than \$100,000. Since the prior report, two applicable contracts have been awarded as follows:

1. Contract: Bus Stop Signs (Manufacture of Signs, Printing and Application of Bus Stop Sign Decals and Removal/Installation of Bus Stop Signs)
 - a. *Contractor*: Safeway Signs and PCI
 - b. *Total Contract Amount*: Safeway Signs: \$19,2940.79 and PCI: \$89,462.00
 - c. *Award Rationale*: The RFP was issued on October 5, 2017 and GCTD received five (5) proposals in response to our RFP. The RFP consisted of three (3) line items:
 1. Manufacture Signs
 2. Decals
 3. Removal/Installation of Signs

Offerors were allowed to submit a bid for any combination of the line items. Proposals were submitted as follows:

Offeror	Item/s
Safeway Signs	1
PCI	1, 2 3
Maneri	1
FX	1,2,3
Chrisp	3

Although GCTD would prefer to award to one contractor, it is at our discretion to award to more than one contract if it would be in the best interest of GCTD.

After evaluation were completed, the Evaluation Committee determined that to ensure a successful roll out and to simplify the process of printing of decals and sign installation, it would be in the best interest of GCTD to award to two (2) Offerors as follows:

GOLD COAST TRANSIT DISTRICT

Offeror	Item/s	Amount
Safeway Signs	1	\$19,294.79
PCI	2 & 3	\$89,462.00

- d. *Comments:* The proposed pricing from both contractors was determined to be fair and reasonable based on adequate competition. A responsibility determination was also conducted on both contractors. The System for Award Management (SAM) was checked for these contractors and no results were found, nor were there any complaints filed with the Better Business Bureau (BBB). The references were contacted and provided no negative comments. As a result, both Safeway and PCI were determined to be responsive, responsible contractors capable of meeting the requirements.

II. BACKGROUND

In 2015, GCTD unveiled a new logo and bus paint scheme to reflect GCTD's commitment to quality public transportation that evokes the agency's vision of a more modern, clean and efficient future. Part of this rebranding effort, GCTD developed new bus stop sign with a more user-friendly design. The rebranding and stop design was shared with the public at several outreach events, and feedback from the public as well as operations staff has been incorporated into the design. The new bus stop signs will provide better functionality and visual appeal that will make it easier for passengers to locate and identify which bus route travels on their corridor. Beginning early Spring 2018, GCTD's vendor will be replacing over 650 bus stop signs at existing bus stop sign locations throughout GCTD's service area. The new signs will include:

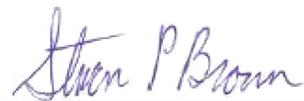
- Highly reflectivity to provide passengers and operators easier visibility at night
- GCTD logo / color scheme and bus icon will easily identify the location as a bus stop
- Route number, destination and days of operations for each route.
- Space for Stop ID to enable real time arrival information via text or mobile app.
- Website and phone for customer service and information

Staff will provide a brief presentation to the Board on the new bus stops signs.

III. SUMMARY & RECOMMENDED ACTION

It is recommended that the Board of Directors receive and file this report.

General Manager's Concurrence



Steven P. Brown