

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 6/12/2019

Staff Report No. 16-124c

TO: AC Transit Board of Directors

FROM: Michael A. Hursh, General Manager

SUBJECT: Contract Award for Transit Information Display Maintenance Services

ACTION ITEM

RECOMMENDED ACTION(S):

Consider approving contract award for a 30-month contract, with an option for a 30-month extension, with Urban Marketing Channels for maintenance of Transit Information Displays.

BUDGETARY/FISCAL IMPACT:

By entering into the recommended agreement, the District would incur \$414,000 over the base 30-month term to maintain the current 46 sites. If the option were to be exercised, the total amount incurred would be \$828,000.

These expenditures are entirely reimbursed by Metropolitan Transportation Commission and BART in accordance with the grant agreements. There is no budgetary impact to District capital or operating funds.

BACKGROUND/RATIONALE:

The District receives grants from the Metropolitan Transportation Commission (MTC) and the San Francisco Bay Area Rapid Transit District (BART) to maintain a standardized set of wayfinding and service information displays at 46 locations throughout the Bay Area. The maintenance and upkeep of displays at these sites has been performed by a contractor, Urban Marketing Channels (UMC).

A Request For Proposals process was undertaken in 2018 and 2019 to award a new contract for these services, and an evaluation panel determined that UMC was the most responsive and responsible proposer and received the highest scores overall. Staff recommends award of a 30-month contract with an option for a 30-month extension to Urban Marketing Channels, to begin July 1, 2019.

ADVANTAGES/DISADVANTAGES:

The advantage of this action is that the District will be able to meet its contractual obligation to maintain the transit information displays. No disadvantages of this action could be identified.

ALTERNATIVES ANALYSIS:

The District is contractually obligated to provide maintenance of transit information displays and does not have the ability to maintain them in-house. AC Transit does not have the resources internally to provide these

services. Thus, there is no reasonable alternative to this action.

PRIOR RELEVANT BOARD ACTION/POLICIES:

Board Policy 465 - Procurement Policy

Staff Report 16-124b: Maintenance of Transit Information Displays

Staff Report 16-124: Transit Information Display Contract

ATTACHMENTS:

None.

Approved by:

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