

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 11/10/08		Item Number: <u>C-6</u>	
AGENDA ITEM: Approval of a Professional Services Agreement with Badali Design Communications for the Design of Bus Schedules, Marketing Materials and Printing Services for the Transportation Department in an Amount not-to-Exceed \$45,435.61.			
Contact Person/Dept.: Samantha Blackshire/Transportation		Phone Number: 310-253-6535	
Fiscal Impact: Yes ☒ No ☐ General Fund: Yes ☐ No ☒			
Public Hearing: ☐ Action Item: ☐ Attachments: ☐			
Public Notification: Master E-Mail Notification List (11/5/2008); Proposers (11/5/2008): RKR Media Associates; Badali Design Communications; Industrial Strength; Moore & Associates; Red Rocket L.A.; Ilium; Strausberg; Wire Media; Nostrum.			
Department Approval: Art Ida (10/30/08)		City Attorney Approval: Carol Schwab (by H. Baker) (11/05/08)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (11/03/08)		City Manager Approval: Jerry B. Fulwood (11/05/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a professional services agreement with Badali Design Communications for the design of bus schedules, marketing materials and printing services for the Transit Operations Division of the Culver City Transportation Department in an amount not to exceed \$41,305.10, and authorize the Transportation Director to approve change orders in an aggregate amount not to exceed \$4,130.51 (total not to exceed amount of \$45,435.61). <u>BACKGROUND:</u> In order to inform the public of upcoming service changes, the Transportation Department is in need of design of bus schedules, marketing materials and printing services. These services shall include both the existing local service and a marketing campaign to notify the public of service changes, and to introduce the upcoming rapid service. The layout and design for the current individual Line 1 – 7 schedules and the Culver CityBus system map have remained primarily the same, with only minor upgrades, since the mid-1980s. In addition to the current schedule design being basic and outdated, these materials contain a large amount of white space which many			

City of Culver City, California
City Council Agenda Item Report

passengers use as note paper, then dispose of, only to take another upon reboarding the bus.

The Transportation Department is also looking to brand a look for the unveiling of the new Line 6 Rapid Transit service and to promote the extension of the Line 7 service that would enhance the overall image of the City. In doing so, we would need to draw upon the expertise of a marketing firm. Due to several factors, including staff's existing workload, staff shortages, and lack of experience and knowledge about marketing, design and promotion, the Department must look to an outside source for assistance. Successful marketing of our service is imperative, and an upgraded look for the schedules and system map will assist in the promotion of Culver CityBus in order to attract riders. In order to enhance transit service, numerous public hearings and associated materials are needed which necessitate specialized design, printing and display.

Request for Proposals No. 1397 (Design of Bus Schedules & Marketing Materials and Printing Services) was published on July 24, 2008 and advertised on the City's website and in the Culver City News. A mandatory pre-proposal conference was held on August 12, 2008, and was attended by ten (10) potential proposers. On September 4, 2008, nine (9) proposals were received. After staff's initial review of these proposals, additional pricing and content clarification was requested of various proposers. The due date for the proposers' responses to final pricing and content clarification was Thursday, October 9, 2008. Only one (1) of the proposers that was asked for clarification did not respond to the Department's request. The tasks for this project included:

- 1) Creation of marketing materials to effectively notify the public via the Public Hearing process (including materials distributed at the Hearing, inside buses, in print and on-line) and promotion of the new Line 6 Bus Rapid Transit (BRT) service as well as, modification of the local Line 6 & 7.
- 2) Development of bus schedules for Culver CityBus' new Line 6 Bus Rapid Transit service, local Line 6 service, Line 7 service extension and all remaining pre-existing lines.
- 3) Development of a new Culver CityBus system map, including text.
- 4) Identification of the initial printer that would be used to print all of the marketing materials outlined in items 1 – 3 above.
- 5) Provision of electronic copies of all marketing materials to allow for easy storage by Culver CityBus, subsequent reprinting, and posting to City webpage.

City of Culver City, California
City Council Agenda Item Report

DISCUSSION:

The following proposals were received and evaluated by Transportation Department's evaluation panel:

<u>Firm</u>	<u>Bid Amount</u>
RKR Media Associates	\$ 27,836.00
Badali Design Communications	\$ 41,305.10
Industrial Strength	\$ 54,412.00
Moore & Associates	\$ 78,101.00
Red Rocket L.A.	\$ 92,906.00
Ilium	\$ 95,209.00
Strausberg	\$103,713.00
Wire Media	\$114,165.00
Nostrum	\$174,416.00

The evaluation panel, consisting of the Transit Operations Manager, the Management Analyst, the Training & Safety Instructor and a Transit Operations Supervisor, reviewed all of the proposals. Each firm was evaluated based on the following six criteria:

Proposed Scope of Work/Responsiveness	30%
Functionality and Ease of Use	20%
Experience of Firm and Personnel	15%
Samples	15%
References	10%
Project costs	10%

After carefully reviewing each of the proposals, the evaluation panel concluded, based on the overall rank from the scoring system, that Badali Design Communications (BDC) submitted the most qualified and responsive bid for this project. The project costs are as follows:

\$12,000.00 graphic design
\$29,305.10 printing
\$41,305.10

The Department plans to hold a public hearing regarding the upcoming service changes in March 2009 due to the service implementation date scheduled for June 2009. Therefore, the branding for the Line 6 Rapid Transit service would be introduced at that time along with the design for the individual schedules for the Local

City of Culver City, California
City Council Agenda Item Report

6 and 7 individual schedules. The new schedules for the remaining lines will be introduced when quantities or service changes are needed, whichever comes first.

Staff believes BDC's knowledge and experience has prepared them to perform similar tasks on behalf of Culver CityBus. BDC has provided graphic support design services for Orange County Transit Authority for their bus schedules, system maps, brochures, flyers, and advertisements etc. They also provided bus schedule design for Norwalk Transit. Finally, they produce the Metrolink newsletter and public safety awareness brochure. BDC's proposal shows a great deal of variety in the samples they provided, with a good use of color and style.

The evaluation panel did not select the lowest bidder (RKR Media Associates) for the following reasons: minimal detail was provided in the scope of work; therefore, staff questioned whether or not the proposer fully understood the tasks. Also, the proposer did not have any experience related to designing and producing transit information.

FISCAL ANALYSIS:

The Transportation Department will fund this project using Transportation Development Act (TDA) Article IV funds. These funds were included in the Adopted Budget for Fiscal Year 2008-2009. No general funds will be used for this project.

ATTACHMENTS:

None.

MOTION:

That the City Council:

1. Approve a Professional Services Agreement with Badali Design Communications for the design of bus schedules, marketing materials and printing services in an amount not to exceed \$41,305.10;
2. Authorize the Transportation Director to approve change orders in an aggregate amount not to exceed \$4,130.51 (10%); and.
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager to execute such documents on behalf of the City.