



City of Culver City

Staff Report

File #: 18-01143, Version: 1

Item #: C-10.

CC - Approve an Agreement with Flouresco Services LLC for the Fabrication and Installation of Metro and Downtown Wayfinding Signs in the Amount of \$111,265.06.

Meeting Date: May 14, 2018

Contact Person/Dept: Joe Susca, Public Works-Administration
Elaine Gerety-Warner, Community Development-Econ Dev.

Phone Number: 310-253-5636 / 5777

Fiscal Impact: Yes No **General Fund:** Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (05/09/18); The Metropolitan Transportation Authority (05/09/2018); Flouresco Services, LLC (05/09/2018).

Department Approval: Charles D. Herbertson, Public Works Director/City Engineer (05/03/18)

RECOMMENDATION

Staff recommends the City Council approve an agreement with Flouresco Services, LLC for the fabrication and installation of 20 Metro Light Rail Station wayfinding signs and to remove and replace 16 wayfinding signs downtown in an amount not to exceed \$111,265.06.

BACKGROUND

The Bicycle and Pedestrian Master Plan adopted in 2010 identified the need for wayfinding signage along Washington Boulevard as did the 2014 Bicycle and Pedestrian Safety Assessment performed by Fehr and Peers.

One Los Angeles Metropolitan Transportation Authority (Metro) responsibility is to allocate local, state, and federal discretionary transportation funds through the preparation of a Transportation Improvement Program (TIP) for the County of Los Angeles. In 2015, Metro announced a Wayfinding Signage Grant Pilot Program (Program), a TIP component aimed at guiding pedestrians, bicyclists and motorists to their nearest Metro Light Rail Station (Station) within a one mile radius of their

location.

In late 2015, the City Council approved applying for a Program grant to install 20 wayfinding signs, electing to install “joint” signage that not only directs bicyclists, pedestrians and motorists to their nearest Station, but also incorporates other City destinations such as public parking, districts, and landmarks.

DISCUSSION

Metro awarded the City a \$23,000 grant to cover up to 50% of the total cost to design, fabricate and install the Station wayfinding signs. On August 4, 2016 the City and Metro executed a grant agreement and through a competitive bidding process, staff hired Linespace to prepare the sign plans and specifications at a cost of \$6,300. Seven of the signs require new pole installations and every sign provides the number of minutes it will take to walk or bicycle to the nearest Metro Station.

Separately, staff conducted a field investigation of all other downtown signs that were installed approximately two decades ago that revealed the text on 16 of them were severely faded due to exposure to the elements. Staff expanded the project to include their replacement, amending the Linespace agreement to add preparation of their specifications at cost of \$5,200.

Staff formed a stakeholder group comprised of individuals from the Arts District, the Washington/National Transit Oriented District, the Downtown Business Association and the Chamber of Commerce. The group worked together to create the text for each of the 20 Station signs.

The Linespace plans and specifications prepared adhere to the City’s existing downtown wayfinding sign guidelines and may be viewed in Attachment No. 1 - *Wayfinding Signs Plans and Specifications*.

Staff released a Request for Proposals on March 29, 2018, inviting eight sign fabrication and installation companies to respond and the following two replied with proposals:

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|---|--------------|
| 1. Frank & Son, Inc. dba Express Sign & Neon Company: | \$136,560.00 |
| 2. Fluoresco Services (an Everbrite Company): | \$111,265.06 |

Fluoresco is a certified Women’s Business Enterprise located in Pomona and has been in business for over 80 years. They have extensive experience fabricating and installing signs and their references are favorable. Staff recommends the City Council approve an agreement with them to complete the project.

Once an agreement has been executed, Fluoresco indicated it will take approximately two months to fabricate and install the wayfinding signs.

FISCAL ANALYSIS

The \$111,265.06 total cost for the Fluoresco contract is funded as follows:

1. \$18,000 Metro grant

2. \$18,000 in City matching funds required by the Metro grant (Account No. 10150120.619800).
3. \$75,265.06 from Public Works Maintenance/Operations *Street Division - Equipment & Maintenance* -- Account No. 10160210.600800. (An additional \$5,200 will also come from this fund to cover the \$5,200 Linespace cost to design and specify the downtown signs.)

ATTACHMENTS

1. Wayfinding Signs Plans and Specifications

MOTIONS

That the City Council:

1. Approve an agreement with Flouresco Services LLC in an amount not-to-exceed \$111,265.06 for the fabrication and installation of Metro and Downtown wayfinding signs; and
2. Authorize the City Attorney to review/prepare the necessary documents; and
3. Authorize the City Manager to execute such documents on behalf of the City.