



# City of Culver City

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## Staff Report Details (With Text)

**File #:** 15-867      **Version:** 1      **Name:** Transit Marketing Contract Award  
**Type:** Minute Order      **Status:** Consent Agenda  
**File created:** 6/1/2016      **In control:** City Council Meeting Agenda  
**On agenda:** 6/13/2016      **Final action:**  
**Title:** CC - Approval of a Professional Services Agreement with Badali Design Communications for the Design of Bus Schedules, System Map and Other Transit Customer Information for the Transportation Department in an Amount not-to-Exceed \$43,367.25.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
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**CC - Approval of a Professional Services Agreement with Badali Design Communications for the Design of Bus Schedules, System Map and Other Transit Customer Information for the Transportation Department in an Amount not-to-Exceed \$43,367.25.**

**Contact Person/Dept:** Samantha Blackshire/Transportation

**Phone Number:** 310-253-6535

**Fiscal Impact:** Yes ☒ No ☐

**General Fund:** Yes ☐ No ☒

**Public Hearing:** ☐      **Action Item:** ☐

**Attachments:** Yes ☐ No ☐

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

**Commission Name:**

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (06/08/16); Digital Lava Graphic Design; Trillium Solutions Incorporated (06/03/16) and (Telephone) Badali Design Communications.

**Department Approval:** Art Ida (06/03/16)

## RECOMMENDATION

Staff recommends the City Council approve a professional services agreement with Badali Design Communications for the design of bus schedules, system map and other transit customer information for the Transit Operations Division of the Culver City Transportation Department in an amount not to exceed \$43,367.25, which includes a 10% contingency to cover unforeseen expenses associated with the public hearing process and schedule development. The term of this agreement is proposed

to be for three years with two one-year options to renew.

## **BACKGROUND**

In order to inform the public of the upcoming service changes, the Transportation Department is in need of design of bus schedules, system map, and other transit customer information. These services would include both the existing local service and a marketing campaign to notify the public of service changes (i.e. extensions or introduction of new lines, etc.)

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 2011. The Department is looking to create more streamlined design to promote the overall ease of use, which also transitions to the website and other public information. In order to promote a professional branding for CCB schedules, system map and other transit customer information, the Department has relied on a consultant for its design needs. Successful marketing of our service is imperative to assist in the promotion of Culver CityBus in order to attract riders.

In February 2009, the City Council approved an agreement for the design of bus schedules, marketing materials, and printing services. The term of this agreement was upon satisfactory completion of the services as determined by the Transportation Director. Since that time the Department worked with the City's Buyer in order to separate printing services for all of the Transit Operations Division's needs. In April 2013, under the City Manager's authority, the Department entered into another agreement for similar services excluding printing. The term of the 2013 agreement was upon satisfactory completion of the services as determined by the Transportation Director. Also, under the City Manager's authority an extension of the contract was issued in October 2015 and is scheduled to terminate in June 2016.

Request for Proposals No. 1597 (Design of Bus Schedules & System Map and Other Transit Customer Information) was published on April 14, 2016 and advertised on the City's website. A mandatory pre-proposal conference was held on April 25, 2016, and was attended by 11 potential proposers (four attending in-person and seven attending via teleconference). On May 19, 2016, three proposals were received. The tasks for this project included:

- 1) Modify/develop Culver CityBus schedules for pre-existing lines and additional lines due to route, service, and schedule or policy change, for print, public hearings, inside buses, transit tubes, online and on website.
- 2) Modify/develop Culver CityBus system map, including text.
- 3) Develop a Culver CityBus transit booklet, should the Transportation Department move away from individual schedules and system map, which would compile all pre-existing schedules; new schedules and additional lines; and the system map for print, transit tubes, online and website.
- 4) Develop schedule and system map information inserts including text for the future possible purchase of schedule information holders throughout the City of Culver City.
- 5) Update existing pictures on schedules, system map, and transit tube inserts when requested

and provide additional pictures to reflect any new destinations and other relevant materials.

- 6) Provide electronic copies of all marketing materials to allow for easy storage by Culver CityBus, subsequent reprinting, and posting to City webpage.

## **DISCUSSION**

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

<b><u>Firm</u></b>	<b><u>Location</u></b>	<b><u>Bid Amount</u></b>
Badali Design Communications (BDC)	Whittier, CA	\$ 24,547.50
Digital Lava Graphic Design	Sherman Oaks, CA	\$ 151,200.00
Trillium Solutions, Inc.	Portland, OR	\$ 269,505.00

The evaluation panel, consisting of the Transit Operations Manager, the Transit Operations Analyst, 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	40%
Experience of Firm and Personnel	15%
Samples	25%
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:

Graphic design (\$ 8,182.50 per year x 3 years)	\$24,547.50
10% contingency for unforeseen expenses	\$ 2,454.75
Two-year option to renew (\$ 8,182.50 x 2 years)	<u>\$16,365.00</u>
Total	\$43,367.25

Staff believes BDC's knowledge and experience has prepared them to perform similar tasks on behalf of Culver CityBus. BDC has provided similar graphic support design services for Orange County Transit Authority (OCTA), Norwalk Transit, Montebello Bus Lines and Metrolink. BDC's proposal shows their ability to build upon the brand that has been establish for CCB. They presented many samples showing their capability to create suitable designs for marketing transportation services. Finally, BDC has previously provided these services to the City over the years and they have successfully revamped the schedules, system map and other transit customer information materials to the satisfaction of the staff.

BDC has proven to be adaptable to the Department and has often times provided recommendations to improve the readability of all materials.

## **FISCAL ANALYSIS**

The Transportation Department will fund this project using Transportation Development Act (TDA) Article IV funds. These funds were included in the Proposed Budget for Fiscal Year 2016-2017.

## **ATTACHMENTS**

None.

## **RECOMMENDED MOTIONS**

That the City Council:

1. Approve a professional services agreement with Badali Design Communications for the design of bus schedules, system map and other transit customer information for Culver CityBus, for a three-year term, with two one-year options to renew the agreement, in a total amount not to exceed \$43,367.25, which includes a 10% contingency.
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.