

Metropolitan Transportation Commission
Regional Network Management Committee

October 13, 2023

Agenda Item 2c

**Contract Award – Prototype Fabrication for the Regional Mapping & Wayfinding Project:
Corporate Sign Systems, Inc. (\$700,000)**

Subject:

Approval of a sole source contract with Corporate Sign Systems, Inc. to manufacture prototype wayfinding signage for the Regional Mapping and Wayfinding Project (RMWP) in an amount not to exceed \$700,000.

Background:

The goal of the project is to design and deploy a fully harmonized suite of maps, signs, and transit information in all Bay Area transit locations and to provide practical, predictable guidance to walkable destinations, local shuttles, and first/last mile services that extend from these transit stops, to retain existing and attract new transit riders.

Over the past several months, the project team has sought feedback from transit operator working groups, transit riders and non-riders, and members of MTC Equity Priority Communities (EPCs), including the local disability community, to develop an initial set of regional wayfinding standards. Applied Information Group (Applied), MTC’s prime contractor, will test the draft standards through physical prototypes installed in 2024 at the El Cerrito del Norte BART station and Santa Rosa Transit Mall. Transit riders will be able to interact with the new wayfinding signage in real-time during their journeys. Staff is developing an outreach and prototype evaluation plan to collect feedback from a diverse set of transit riders to inform the revision of the wayfinding design standards, with further evaluation in Sonoma County as part of the subregional pilot phase. In the coming months, staff will provide the RNM Committee with an update on the RMWP.

Neither MTC nor Applied has the ability to manufacture and install the prototype wayfinding signage, so a signage fabrication and installation company (“fabricator”) is needed to deploy the prototypes.

There are compelling business reasons to enter into a sole source contract with Corporate Sign Systems, Inc. for fabrication services. The Bay Area Transit Transformation Action Plan, approved in July 2021, identified five outcomes that would constitute substantial progress toward the Transit Transformation vision and 27 near-term actions needed to achieve them. The Action Plan recognized RMWP as an accelerated action with targeted completion dates of mid-2023 for draft standards and late 2024 for subregional pilot projects.

With significant public and stakeholder engagement needed prior to fabricator procurement efforts, the aggressive Action Plan target schedules do not allow for a standard procurement, which would take at least eight months, including contract negotiations and execution. To continue the momentum and for the compelling business reasons described above, the fabricator contract must be executed as soon as possible to allow for prototype installation in mid-2024, which will then inform subregional pilot planning later that year. Corporate Sign Systems, Inc. also meets several critical needs, including:

- Demonstrated experience working with materials and methods that apply to exterior, transit, and digital signage and wayfinding;
- Knowledge of Bay Area permitting processes, with numerous local wayfinding projects;
- Ability to meet the tight project schedule for fabrication and installation; and
- Local office and fabrication facility (Santa Clara) for ease in shipping, factory demonstrations, and quality control checks.

Corporate Sign Systems, Inc. is neither a small business enterprise (SBE) nor a disadvantaged business enterprise (DBE).

Recommendations:

Staff recommends that the Regional Network Management Committee authorize the Executive Director or designee to negotiate and enter into a sole source contract with Corporate Sign Systems, Inc. in an amount not to exceed \$700,000 for the above-described work.

Attachments:

- Request for Committee Approval Summary of Proposed Contract



Andrew B. Fremier

Request for Committee Approval Summary of Proposed Contract

Work Item No.: 1239

Consultant: Corporate Sign Systems, Inc.
Santa Clara, CA

Work Project Title: Prototype Wayfinding Signage Fabrication and Installation

Purpose of Project: Manufacture and install prototype wayfinding signage.

Brief Scope of Work: Manufacture and install prototype wayfinding signage for the Regional Mapping and Wayfinding Project.

Project Cost Not to Exceed: \$700,000

Funding Source: REAP 2, STA

Fiscal Impact: Funding is included in the FY 2023-24 MTC Budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Corporate Sign Systems, Inc. to fabricate and install prototype wayfinding signage for the Regional Mapping and Wayfinding Project as described above and in the Regional Network Management Committee Summary Sheet dated October 13, 2023, and the Chief Financial Officer is authorized to set aside funding for such contract.

Regional Network
Management Committee:

David Rabbitt, Chair

Approved: October 13, 2023