

19

Withdrawn

19

October 15, 1996



[Signature]
Los Angeles County
Metropolitan
Transportation
Authority

TO: BOARD OF DIRECTORS
FROM: JOSEPH E. DREW, CHIEF EXECUTIVE OFFICER
SUBJECT: APPROVE CONTRACT AWARD FOR DEVELOPMENT OF SIGNAGE & GRAPHICS STANDARDS FOR THE METRO SYSTEM

[Signature]

One Gateway Plaza
Los Angeles, CA
90012
213.922.6000

RECOMMENDATION

Award a fixed-price contract in the amount of \$189,934 to Michael Hertz Associates, New York City, New York, to develop comprehensive signage and graphics standards for the Agency's bus and rail system.

ORGANIZATIONAL IMPACT

A definitive standard for system signage will facilitate customer travel with better information links and afford the agency future economies of scale, since all information delivery systems and signage will be standardized within certain parameters.

ALTERNATIVES CONSIDERED

The MTA could rely solely upon staff and elect not to hire a signage consultant. However, staff does not have the expertise nor the resources that the signage consultant brings to this project.

BUDGET IMPACT

Funding for this project is contained in Marketing's FY97 contract maintenance budget.

BACKGROUND/DISCUSSION

As the Metro System grows and becomes more complex, uniform policies regarding signage take on more importance and need to be clearly established. Currently, Metro signage lacks uniformity, is incomplete and, in some instances, is confusing. Clearly communicating directions, safety and other basic information is a key to serving our customers successfully. It is vital that the agency evaluate its signage and develop practical ways to improve it.

It is necessary, therefore, to secure the services of an experienced transit graphics design firm. The firm will analyze our current diverse signage and graphics packages, and develop standards which can be implemented at future stations and incorporated throughout the system as funding becomes available.

The consultant will evaluate all existing signage and graphics throughout the Metro System, review all regulatory requirements including Americans with Disabilities Act requirements and security requirements to ensure compliance, research other transit agencies and make recommendations based on the successes and failures of their signage programs, develop standards for an integrated system, develop alternative concepts for a system of symbols/pictograms to enhance readability among passengers who speak languages other than English or Spanish, and upon approval of the overall concept, prepare and assemble a comprehensive signage and graphics manual to be utilized by the MTA in carrying out the integrated program.

Of those firms in the competitive range, Michael Hertz Associates was selected because they presented the best overall response to the scope of work requirements, they had extensive transportation experience and they submitted the lowest overall price.

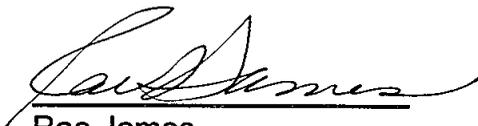
M/WBE PARTICIPATION

The M/WBE participation goals for this project were 8% WBE and 7% MBE. Michael Hertz Associates met these goals.

ATTACHMENT

Procurement Process

Prepared by: Warren Morse
Michael Barnes
Joan Caterino



Rae James
Executive Officer, Customer Services & Communications

ATTACHMENT

PROCUREMENT PROCESS

RFP-PS71400053 was issued and advertised on August 1, 1996. Notices of Availability were sent to 588 firms including 46 MBE/WBE firms. Approximately 140 firms are on record as having requested the RFP documents. A pre-proposal conference was held on August 20, 1996. Two Addendums were issued on August 22 and September 3, 1996. Proposals were received from the following firms by the September 13, 1996 due date:

1. BUZ Design Group
2. Wayne Hunt Design
3. Entro Communications
4. Sussman/Prejza & Co., Inc.
5. Michael Hertz Associates
6. Avery/WU Design
7. Clifford Selbert Design
8. Pulsar Advertising
9. Innovative Design & Advertising

Proposals were reviewed and evaluated by the Source Selection Committee using the following criteria contained in the RFP:

1. Qualification of Firm
2. Qualification of Staff
3. Proven Success past projects
4. Experience/familiarity with Transit needs
5. Expertise in signage fabrication/installation
6. Price Proposal

Based on the initial submittals, the following firms were determined to be within the competitive range:

1. Michael Hertz Associates
2. Sussman/Prejza & Co. Inc.
3. Wayne Hunt Design
4. Entro Communications

Subsequent to establishment of the competitive range, Wayne Hunt and Entro Communications were eliminated from future consideration due to non-compliance with the MBE/WBE requirements as set forth in the RFP requirements and failure of the Good Faith Efforts.

Interviews and negotiations were conducted with the two remaining firms within the competitive range. Upon conclusion of negotiations, Best and final offers were received from both firms remaining in the competition.

The Source Selection Committee, after conduct of reference checks, review of the written proposals and BAFO's, recommended award of contract to Michael Hertz Associates, New York City, New York for a firm fixed price of \$189,934. Michael Hertz Associates presented the best overall response to the scope of work requirements and in addition, submitted the lowest overall price.