



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# C-20

333 West Ocean Boulevard 6<sup>th</sup> Floor • Long Beach, CA 90802 • (562) 570-6845 • Fax (562) 570-5836

December 5, 2006

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt Specifications No. PA-02306 and award a contract to Safeway Signs for furnishing and delivering reflective traffic signs, in the total estimated annual amount of \$200,000 for the period of one year, with the option to renew for two additional one-year periods, at the discretion of the City Manager. (Citywide)

## DISCUSSION

City Council approval is being requested to enter into an annual contract to furnish and deliver reflective traffic signs. The Public Works Department enters into an annual contract for reflective traffic signs to ensure traffic safety throughout the City.

The bid was advertised on August 4, 2006, and 39 potential bidders specializing in street signs were notified of the bid opportunity; three are Minority-owned Business Enterprises (MBEs), six are Women-owned Business Enterprises (WBEs), three are Long Beach businesses, and two are certified Small Disadvantaged Business Enterprises (DBEs). The bid document was made available from the Purchasing Division located on the Plaza Level of City Hall and the Division's website at [www.lbpurchasing.org](http://www.lbpurchasing.org). A bid announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 32 local, minority and women's business groups. Bids were opened on August 31, 2006. Safeway Signs Company, a DBE of Adelanto, CA, is the lowest responsible bidder.

This matter was reviewed by Senior Deputy City Attorney Donna F. Gwin on July 27, 2006 and Budget Management Officer David Wodynski on November 20, 2006.

## TIMING CONSIDERATIONS

City Council action to adopt Specifications No. PA-02306 and award a contract concurrently is requested on December 5, 2006 to ensure continued City traffic safety.

FISCAL IMPACT

The cost of this contract, in the estimated annual amount of \$200,000, is budgeted in the General Fund (GP) in the Public Works Department (PW). This amount is based on projected annual usage amounts, and reflects an 11 percent increase from previous usage based on the amount of signage now needed and increased costs due to scientific upgrading. The term of the contract will be for one year with the option to renew for two additional one-year periods. The City will have the option of adding expenditures up to 10 percent (or \$20,000) above the contract amount.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CHRISTINE F. ANDERSEN  
DIRECTOR OF PUBLIC WORKS

  
MICHAEL A. KILLEBREW  
DIRECTOR OF FINANCIAL MANAGEMENT

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APPROVED:

  
GERALD R. MILLER  
CITY MANAGER