



RECOMMENDED ACTION

To authorize the President and CEO to enter into a contract with ETA Transit Systems, Inc., for the manufacturing, delivery, and installation of 30 solar-powered LED electronic signage (eSigns) passenger information system for bus stops along Santa Fe Avenue.

STAFF REPRESENTATIVE

Olanrewaju Adelekan, Manager, Transit Customer Amenities, Maintenance and Infrastructure

BACKGROUND

Long Beach Transit's (LBT) fixed-route bus service provides public transit to more than 23.2 million boarding customers annually within southeastern Los Angeles and northwestern Orange counties.

LBT's service area extends over a 100-square-mile radius, across 14 cities with approximately 2,000 bus stops, of which 70% are located within the City of Long Beach.

Bus stops are a critical component of urban mobility as they allow customers to board, transfer and connect among various transit systems across the Los Angeles County and Orange County region.

For customers, bus stops can relay important information about public transit systems and in some instances create first impressions about the system. It is important for LBT to provide accurate and reliable information to its customers regarding the transit service at the bus stops.

In April 2021, LBT completed Phase 1 of the Santa Fe Avenue Corridor Improvement Project with the installation of 44 solar-powered LED light kits and 43 new bus benches.

This proposed improvement project seeks to expand upon the Phase 1 improvement along the Santa Fe Avenue corridor with the aim of deploying 30 real-time electronic signage (eSigns) passenger information systems to enhance service reliability and improve customer satisfaction.

Digital bus stops provide user-friendly service information about the transit system. Information such as route schedules, route detours, emergency safety messages and more are made available to customers in real-time. This allows customers to make better-informed decisions about their travel.

The proposed real-time passenger information system will be solar-powered and will relay real-time information to customers on an LED display screen, as well as offer continuous automated audio announcement.



PROCUREMENT

LBT issued an Invitation for Bid (IFB) to 28 firms and received 3 qualified bids. ETA Transit Systems, Inc., located in Boca Raton, Florida, was the lowest bidder and found to be responsive and responsible by LBT's Purchasing department.

DBE/SBE PARTICIPATION

A Disadvantaged Business Enterprise (DBE) goal of 8% was established for this procurement. ETA Transit was responsive and satisfied a portion of the 8% DBE goal. ETA Transit has committed 5% DBE participation to UTCS Inc., a certified California Unified Certification Program (CUCP) DBE firm, for installation services.

ALTERNATIVES CONSIDERED

LBT considered other applications that provide static transit information to customers, and traditional displays such as print boards. These types of applications are labor intensive and require constant replenishment of print materials. eSign systems provide a sustainable and cost-effective solution, and it provides continuous real-time information to customers.

BUDGETARY/FISCAL IMPACT

Funding for this project at a cost of \$252,534 with a 7% contingency of \$17,677, for a total amount not to exceed \$270,211 was identified in a previously approved Capital Budget. Federal funds will be utilized for this procurement.

STAFF RECOMMENDATION

Staff is requesting LBT's Board of Directors to authorize the President and CEO to enter into a contract with ETA Transit Systems, Inc., for the manufacturing, delivery and installation of 30 solar-powered LED electronic signage (eSigns) passenger information system for bus stops along Santa Fe Avenue at a cost of \$252,534, with a 7% contingency of \$17,677, for a total authorization amount not to exceed \$270,211.

A handwritten signature in blue ink, reading 'K. McDonald'.

Kenneth A. McDonald
President and Chief Executive Officer