



LONG BEACH REDEVELOPMENT AGENCY

333 WEST OCEAN BOULEVARD, THIRD FLOOR • LONG BEACH, CA 90802 • (562) 570-6615 • FAX (562) 570-6215

March 5, 2007

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Recommendation to approve and authorize the Executive Director to execute an agreement with Superior Electrical Advertising for the fabrication and installation of wayfinding/transit connection signage in the Downtown area south of Ocean Boulevard, in an amount not to exceed \$112,400. (Downtown – District 2)

DISCUSSION

The Redevelopment Agency received grant funding from the Metropolitan Transportation Authority (MTA) in the 2001 Call for Projects for implementation of a wayfinding/transit connection signage program in the Downtown area. The program north of Ocean Boulevard to Seventh Street has been completed with the addition of 88 vehicle-oriented signs, 74 pedestrian-oriented signs and 61 pedestrian map signs as well as parking signage on a prominent public use garage. With the remaining grant funds, staff proposes to install seventeen new signs. Twelve signs will be fabricated to replace damaged, missing or outdated signs on Shoreline Drive from Ocean Boulevard to Queens Way Drive. Five new signs will be fabricated and installed on the Harbor Scenic Drive approach to the Queen Mary and the return route to Downtown. The addition of these signs will complete the destination connections in the overall Downtown Wayfinding/Transit Connection Program.

On January 19, 2007, a letter inviting bids was sent to the Southern California companies who responded with a complete bid package to the original public notice inviting bids that was released on March 19, 2004. We received two responses by the February 12, 2007, due date. Superior Electrical Advertising, a Long Beach company, submitted the lowest bid of \$86,463 (Exhibit A – Bid Form). They have indicated a 45-day turn around on the fabrication, installation and refurbishment. We have added a 30% contingency to the contract to accommodate change orders for additional signage as needed.

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The Project will be funded by the MTA grant along with matching funds from the Agency, both of which are budgeted in the FY 2006-2007 budget (\$83,176 [Grant] + \$29,224 [Agency] = \$112,400).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


for PATRICK H. WEST
EXECUTIVE DIRECTOR

PHW:CAB:RSW

Attachment: Exhibit A - Bid Form

APPROVED:


GERALD R. MILLER
CITY MANAGER

Exhibit A

BIDDER'S NAME: Superior Electrical Advertising

FOR THE FABRICATION AND INSTALLATION OF DOWNTOWN WAYFINDING SIGNAGE IN THE CITY OF LONG BEACH, CALIFORNIA

In accordance with the letter invitation to bid for the above titled work in the City of Long Beach, California, a copy of which is attached hereto and is made a part hereof, due in the office of the Long Beach Redevelopment Agency at 333 W. Ocean Blvd., 3rd Floor, Long Beach, California no later than February 12, 2007, we offer to furnish all necessary labor, tools, materials, appliances and equipment for and perform all work mentioned in said invitation to bid at the following prices:

ITEM NO.	ITEM DESCRIPTION	APPROX # UNITS	PER UNIT COST	TOTAL (In Figures)
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FABRICATION

Vehicle Signs: Refer to Specifications, Message Schedule and Design Drawings

1.	Per unit for Sign Dimension 7.9' X 5.4' <u>Specifications, Message Schedule & Design Drawings, Sheets SO.0-2, S1, S3, S4, S5, S7, S8, S9, S10, S11</u>	9	\$ <u>2003-</u>	\$ <u>18,147-</u>
2.	Per unit for Sign Dimension 6.4' X 4.0' <u>Specifications, Message Schedule & Design Drawings, Sheets SO.0-2, S2, S12</u>	2	\$ <u>1395-</u>	\$ <u>2790-</u>
3.	Per unit for Sign Dimension 7.9' X 4.10-1/4' <u>Specifications, Message Schedule & Design Drawings, Sheets SO.0-2, S6</u>	1	\$ <u>1941-</u>	\$ <u>1941-</u>
4.	Per unit for Sign Dimension 8' X 9' <u>Specifications, Message Schedule & Design Drawings, Sheets SO.0-2, S13, S14, S15, S16</u>	5	\$ <u>3196-</u>	\$ <u>15,980-</u>
TOTAL AMOUNT OF FABRICATION BID				\$ <u>39,450-</u>

SIGN INSTALLATION, REMOVAL & BASE REPAIR

5.	Per unit for Installation of Signs, Items # 1-3	12	\$ <u>336-</u>	\$ <u>4032-</u>
6.	Per unit for Installation of Signs, Item # 4	5	\$ <u>2621-</u>	\$ <u>13,105-</u>
7.	Per unit for Repair to base of signs, items # 1-3	12	\$ <u>2103-</u>	\$ <u>25,236-</u>
8.	Per unit for removal & disposal of existing signs	12	\$ <u>386-</u>	\$ <u>4632-</u>
TOTAL AMOUNT OF INSTALLATION, REMOVAL, BASE REPAIR BID				\$ <u>47,005-</u>

Proposed Time For Completion

Number of Working Days To Fabricate

30-35

Number of Working Days To Install

10