



## Staff Report

**TO:** City Council  
**FROM:** Elizabeth Gibbs, Community Services Director  
**DATE:** November 3, 2020  
**SUBJECT:** Award of Contract for the Removal and Replacement of Transit Services' Graphics to UpDog Media, LLC in the Amount of \$90,260

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### Background and Analysis:

In July 2019, the cities of Beaumont and Banning entered into an interagency service agreement and subsequently reaffirmed it in July 2020. As part of the discussions during the negotiation of that agreement, staff from both cities agreed to implement new branding that is separate and distinct to each agency, ultimately moving away from the "Pass Transit" branding.

On October 6, 2020, City Council adopted a new Beaumont Transit branding and conceptual plan for bus wraps to be installed on the buses.

Beaumont Municipal Code Section 3.01.040 states in part, "*Maintenance work and other general services projects with cost estimates of more than \$45,000 but less than or equal to \$175,000 shall, except as otherwise provided in this chapter, be awarded by the City Council pursuant to the non-public project informal bidding procedure contained in Section 3.01.090.*"

In September 2020, five vehicle wrapping companies from around the Inland Empire were contacted in writing and asked to submit a quote to remove the existing graphics, as well as to make and install the City Council's newly adopted graphics on seventeen buses. Of the five companies contacted, four responded with the following quotes (Attachment A):

UpDog Media, LLC- \$90,260.00,  
Precision Sign and Graphics- \$104,421.38,  
Decals by Design- \$176,890.44, and  
Transport Graphics- \$256,656.25.

UpDog Media, LLC was the apparent lowest responsible and responsive bidder and a contract has been drafted, which the City Attorney has approved (Attachment B).

**Fiscal Impact:**

The project is fully funded by Riverside County Transportation Commission (RCTC) State Transit Assistance (STA) capital improvement project 20-03.

**Recommended Action:**

Approve the award of contract for the removal and replacement of Transit Services' graphics to UpDog Media, LLC in the amount of \$90,260 with the authorization for the City Manager to approve any change orders up to \$9,026, and

Authorize the City Manager to execute the Agreement on behalf of the City.

**Attachments:**

- A. Bids received
- B. Maintenance Services Agreement
- C. Beaumont Transit Branding and Conceptual Plans – Adopted by the Beaumont City Council