



**DATE:** June 22, 2017

**TO:** Transportation Authority of Marin Board of Commissioners

**FROM:** Dianne Steinhauser, Executive Director  
Dan Cherrier, Principal Project Delivery Manager

**SUBJECT:** Contract Award Street Smarts Banner Installation (Action), Agenda Item 6i

---

## **RECOMMENDATION**

Authorize the Executive Director to award a three year contract to DC Electric for Street Smarts Banner Installation and Removal for a contract amount not to exceed \$60,000 which will terminate June 30, 2020. Funding for the recommended contract is available from the approved federal Non-motorized Transportation Pilot Program grant and the TAM Vehicle Registration Fee Congestion Reduction Program .

## **BACKGROUND**

The TAM Board approved implementation of the Street Smarts program in 2009 and has been using a mix of funding to maintain the program. Funds originally came from the County's Non-Motorized Transportation Pilot Program (NTPP). The initial NTPP funds were exhausted in 2012 and since then, Street Smarts capital costs have been funded through a Board approved Measure B Vehicle Registration Fee Congestion Reduction allocation. Street Smarts program management and support costs are funded through the Measure A ½ cent Transportation Sales Tax approved as part of the Safe Routes to School program. The recommended contract will be funded by a federal authorization for another grant from the NTPP. This is an additional allocation from the original funds from NTPP.

Banner installation and removal has historically been the primary capital expense associated with the Street Smarts program followed closely by sign placement on the back of Golden Gate buses. The Transportation Authority of Marin issued a Request for Proposals (RFP) for a contract to install, and subsequently take down, banners mounted on existing roadway facilities such as street light poles throughout various cities in Marin County in coordination with the Marin County Safe Routes to School coalition. The banners display messaging related to the Countywide Streets Smart Program. The estimated cost of the contract is \$60,000 over a three-year period, with one banner deployment assumed each year at a cost of approximately \$20,000.

The RFP was issued on March 30, 2017. The RFP was posted on the TAM website, advertised in a newspaper, and available at an on-line exchange. Notification of the RFP was distributed to the TAM RFP email list, which includes interested parties that sign up on the TAM website. Proposals were due April 27, 2017.

TAM only received one proposal by the deadline. The proposal was analyzed and determined to be responsive. The cost proposal was within the budget established for the contract.

Federal funding requirements require implementing agencies to determine that it is in the public interest to award a contract when only one response to an RFP is received. The funding requirements require that

reissuing the RFP be considered as an option to ensure that sufficient opportunities for competition exist. TAM has considered re-advertising as an option to solicit additional proposals, but the cost and time required to repeat the process is not anticipated to result in any appreciable increase in competition, especially given the relatively small total budget for the project. Given the small contract amount, and the efforts to make the RFP available to a wide range of potential bidders, TAM has determined that the procurement process was sufficient to allow for adequate competition. TAM staff submitted a Public Interest Finding (PIF) to Caltrans Local Assistance and received approval to award the contract to the sole respondent to the RFP.

#### **FISCAL CONSIDERATION**

The \$20,000 for the 2017/2018 banner deployment is included in the approved budget.

#### **NEXT STEPS**

Award the contract and prepare for the upcoming banner installation when school starts in the fall.

#### **ATTACHMENTS**

None