



NAPA VALLEY TRANSPORTATION AUTHORITY Board Agenda Letter

TO: Board of Directors
FROM: Kate Miller, Executive Director
REPORT BY: Antonio Onorato, Program Manager- Finance
(707) 259-8779 / Email: aonorato@nvta.ca.gov
SUBJECT: Approve Contract with Sign A Rama-Napa for New Bus Graphics and Installation

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board authorized the Executive Director to execute a purchase agreement with Sign A Rama-Napa for full color printed bus wraps and installation for thirty-two (32) Vine Transit vehicles for a total project cost of \$95,607.

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

In January 2016, NVTA endorsed the strategic marketing and rebranding deployment strategy. The next milestone in the plan calls for rebranding of the remaining fixed route white bus fleet of thirty-two (32) vehicles with new Vine decals.

PROCEDURAL REQUIREMENTS

1. Staff Report
2. Public Comment
3. Motion, Second, Discussion and Vote

FISCAL IMPACT

Is there a Fiscal Impact? Yes, not to exceed \$95,607. The operating budget for Advertising/Marketing will be used for this expense. As such, an appropriation increase is not necessary.

Sales Quote: \$86,915

Contingency: \$ 8,691

Total Project Budget: \$95,607

A 10% contingency was added to this project to allow for minor variations.

Is it currently budgeted? Yes

Where is it budgeted? Vine Transit operating budget- Advertising/Marketing.

Future fiscal impact: None

Consequences if not approved: The current fleet of white buses will be inconsistent with the rebranding campaign and Vine Transit's new logo which may result in further confusion to the riding public.

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

There are currently forty-one (41) fixed route vehicles in Vine Transit fixed route fleet. All, but the nine (9) are the older white buses with the old Vine logos. The success of the rebranding depends on a refreshed and refocused brand for the Vine operating area to achieve the desired goals of increased visibility and credibility among the community.

Repainting the older thirty-two (32) white buses with Vine's new color palette is cost and time prohibitive. Replacing the older logos with new "V" decals will freshen the look of the vehicles and accomplish the branding objectives until they can be replaced.

Three (3) local sign companies were solicited and given a scope of work to provide new bus graphics and installation. Sign A Rama was considered the most competitive based on cost. As such, the Authority has elected to award a fixed price contract to Sign A Rama as the successful contractor for this project representing the best value to NVRTA.

SUPPORTING DOCUMENTS

Attachments: (1) Sales Quote from Sign-A-Rama Napa
(2) Driver side "V" logo rendering
(3) Passenger Side "V" logo rendering

Sign A Rama-Napa
 3149 California Blvd. Suite F
 Napa CA 94558
 United States
 Phone: 707-254-7446
 Fax : 707-266-1834
 natdevries@ymail.com
 for Quote : natdevries@ymail.com
 www.signarama-napa.com

Quote 2414 - Bus graphics	Expiration Date : 12/24/2016
----------------------------------	-------------------------------------

Quote for	Contact	Shipping/Install
NVTA (Napa Valley Trans Authority) 625 Burnell St Napa CA 94559 United States	Michael Blasky Phone : (707) 259-8638 Fax : (707) 259-8638 Email : mblasky@nvta.ca.gov Address : 625 Burnell St Napa CA 94559 United States	

Quote #	Quote Date	Sales Rep	Payment Terms	PO	PO Date
2414	12/09/2016	Nat deVries natdevries@ymail.com (707) 312-1115			

Items

#	Item	Qty	Unit Price	Disc	Disc. Price	Total (Ex. Tax)	Tax
1	Phantom, El dorado 40', New Flyer 35', El Dorado 35' Diesel/CNG Full Color Printed - RTA Graphics with Wrap Air release Vinyl Qty: Size: Color: Logo/Art: Copy:	25	\$1,700.00	10.0%	\$1,530.00	\$38,250.00	\$3,060.00
2	Chevy ARBOC 28' Full Color Printed - RTA Graphics with Wrap Air release Vinyl Qty: Size: Color: Logo/Art: Copy:	7	\$1,200.00	10.0%	\$1,080.00	\$7,560.00	\$604.80
3	Install Single Sided:	32	\$1,300.00	10.0%	\$1,170.00	\$37,440.00	\$0.00

Total

Sub Total	Total Tax(%)	Final Price
\$83,250.00	\$3,664.80 (8.0%)	\$86,914.80

Downpayment (50.0 %) \$43,457.40

Customer Disc.	\$9,250.00
-----------------------	-------------------

Terms And Conditions

Invoices & Cancellation of Orders: Sign-A-Rama (Vendor) prepares your order according to your specifications. Therefore, prior to its commencement, your order is only cancelable with the Vendor's prior written consent. After commencement of your order (the point at which materials are assembled and work has begun), your order is non-cancelable. The Customer is Solely Responsible for Proofreading. Vendor does not assume any responsibility for the correctness of copy. Therefore, you must review and sign a proof prior to our commencement of your order. By signing your proof, you approve of its content and release the Vendor to commence our work. You are solely responsible for the content of the proof once it has been signed. However, if we should make an error in producing the work as proofed, please be assured that we will redo the work as quickly as possible and without charge to you. Vendor's Liability Vendor's total liability is hereby expressly limited to the services indicated on the invoice and Vendor will not be liable for any subsequent damages, consequential damages, or otherwise. All dates promised on this invoice are approximations unless the word "firm" is written and acknowledged by the Vendor.

Terms of Payment: Upon ordering, you must give Vendor a 50% deposit. Your balance will be due upon delivery and/or installation. Vendor may, at its sole discretion, extend credit terms to you upon approval. **Collection Procedures:** Invoices are considered delinquent thirty (30) days from the date that your order is completed. After the thirtieth day, a late charge of \$25.00, together with interest accruing at the rate of 1.5% per annum, or the maximum rate allowable by law is assessed. You shall be liable for all costs related to collection of delinquent invoices, including court costs and attorney's fees. **Customer's Acceptance of Work:** Customer's acceptance, either personal or through his/her agent(s) and/or employee(s) of the work ordered shall be deemed as full acceptance. This means that by accepting delivery of the work, customer affirms that the work substantially conforms to all expectations. **Lost or Substantially Forgotten Work:** If customer does not take possession of completed work within thirty (30) days from notification of completion, then the work will be considered lost or forgotten, and vendor will not be responsible for further loss. Customer will be billed and responsible for payment for work that has been completed.

for **NVTA (Napa Valley Trans Authority)**

Signature	Date
------------------	-------------

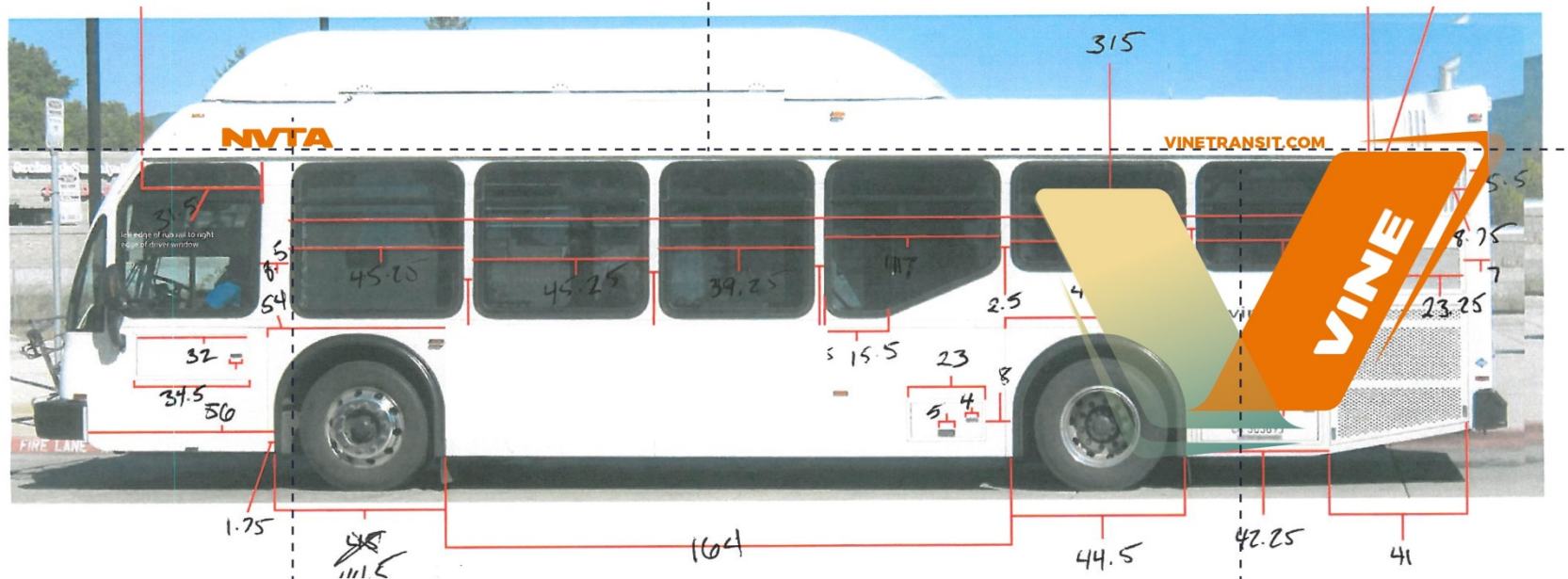
We agree to your terms and conditions. Please proceed with the order.

NAPA, CA: | 35' EL DORADO '13: STREET

Driver Side

Files to Use: NVTA: NVTA_33w.pdf (33inches wide)
URL: VINETRANSIT-URL_SIDE-46w.pdf (46inches wide)
VINE: BigBus_DRIVER-Side_VINE-134w.pdf (134 inches wide)
FRONT of Bus VINE: VINE-BigBus_FRONT_16.25w.pdf - placement centered

NVTA and URL live on the same line



Align the center of the T of
the logo with the front edge
of the window

Align URL to
the center of
the Vine logo

Files to Use: NVTA: NVTA_33w.pdf (33inches wide)
 URL: VINETRANSIT-URL_SIDE-46w.pdf (46inches wide)
 VINE: BigBus_PASSENGER-Side_VINE-152w.pdf (152 inches wide)
 BACK URL: VINETRANSIT-URL_BACK-40w.pdf

[illegible]

Align with the front edge of the marker light with a min. of 1" above the light

The gradient green portion of the Vine logo should not expose any white parts of the bus.