



Information Summary

DATE

January 10, 2019

REVISED January 14, 2019

AGENDA ITEM 3C**SUBJECT**

Authorization to Issue a Competitive Solicitation for Wayfinding Map Design Services

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to issue a competitive solicitation for wayfinding map design services.

BACKGROUND | DISCUSSION | CONSIDERATION

In 2014, a five-year contract was awarded to CHK America, Inc. Over the past five years, Valley Metro has utilized this contract to design and update the following items on a biannual basis to reflect all relevant service changes:

1. Valley Metro system map that is included in each edition of the transit book and also printed for bus shelters throughout the Valley
2. Transit center and light rail station spider maps
3. Guide-a-Ride signs at bus stops throughout the Valley
4. Light Rail line map decals onboard vehicles
5. Other ad-hoc mapping needs when needed

Fiscal Year	FY Spend
FY15	\$ 143,000.00
FY16	\$ 136,122.00
FY17	\$ 135,030.00
FY18	\$ 100,202.50
FY19*	\$ 73,820.00
TOTAL CONTRACT SPEND TO DATE: \$ 588,174.50	

*partial year

The new contract scope of work will consist of the map design needs listed in items 1 through 5 above. In order to provide our customers with an excellent riding experience, Valley Metro needs to continue to provide updated, accurate and user-friendly maps at our facilities and throughout the service area.



Proposals will be evaluated based on experience, portfolio, quality and price using a best value selection process. A contract award recommendation to a qualified and experienced firm will return to the Board in Spring 2019. The new contract would be in effect July 1, 2019.

COST AND BUDGET

The overall five-year value of the contract should not exceed \$750,000. The estimated \$150,000 for first-year contract costs are included in the RPTA Adopted FY19 Operating and Capital Budget. Contract Obligations beyond FY19 are incorporated into the Valley Metro RPTA Five-Year Operating Forecast and Capital Program (FY2019 thru FY2023).

STRATEGIC PLAN ALIGNMENT

FY 2016 – 2020:

- Goal 1: Increase customer focus
 - Tactic A: Improve customer satisfaction
- Goal 3: Grow transit ridership.
 - Tactic A: Expand and improve transit services to reach new markets
- Goal 5: Advance the value of transit
 - Tactic A: Communicate and inform public on value of transit

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC: January 2, 2019 for action

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to issue a competitive solicitation for wayfinding map design services.

CONTACT

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ATTACHMENT

None