



Midpeninsula Regional  
Open Space District

R-15-173  
Meeting 15-32  
December 16, 2015

## AGENDA ITEM 2

### AGENDA ITEM

Preserve Entry Sign Replacement Project and Award of Purchasing Contract

### GENERAL MANAGER'S RECOMMENDATION *GLP*

Authorize the General Manager to enter into contract with The Sign Shop for an amount not-to-exceed \$100,000 to manufacture, store, and deliver twelve (12) redwood sandblasted preserve entry signs to replace existing outdated signs.

### SUMMARY

The Public Affairs Department identified a need to replace aged preserve entry signs at the District's most popular preserves. Public Affairs developed a recommended replacement list of 13 signs based on the condition of the existing signs (their weathered appearance) and whether there was an outdated or missing logo. One of the signs, located at upper Windy Hill, was purchased separately and installed in time for the Herb Grench dedication event earlier this fall. Staff is seeking authorization to procure signs for the remaining 12 replacement locations (Attachment 2).

### MEASURE AA

This is not a Measure AA project.

### DISCUSSION

As the District becomes a more visible agency, it is important for the public to be able to identify preserves owned and managed by the District. The replacement of existing outdated signs with new signs provides clear identification and name recognition to the public. Along with the name of the preserve, the new signs will display the updated logo with the District's name, providing effective "branding" of the District. When possible, and where needed, the new signs will be placed in a more visible location to assist visitors with identifying preserve locations.

Quotes from three sign vendors were requested on September 24, 2015 to manufacture the preserve entry signs.

Vendor	Unit Cost Per Sign
The Sign Shop	\$8,156.25
Signs Unlimited, Inc. *did not meet spec	\$ 3,413.51
Sign Works	\$12,419.00

The scope of work includes the production and delivery of 12 redwood preserve entry signs by June 30, 2016. The quote from Signs Unlimited, Inc. was disqualified because the proposal did not follow the specifications provided. The Sign Shop was deemed qualified and provided a fair and reasonable quote. Staff reviewed their quote to ensure they had fully complied with the schedule and specifications.

**FISCAL IMPACT**

If the Board approves the award of the purchasing contract, the \$97,875.00 of costs would be covered under the \$100,000 budgeted in the FY 2015-2016 Operations Department budget.

**BOARD COMMITTEE REVIEW**

This item was not previously reviewed by a committee.

**PUBLIC NOTICE**

Public notice was provided as required by the Brown Act.

**CEQA COMPLIANCE**

The procurement of the Preserve signs is not a project subject to the California Environmental Quality Act.

**NEXT STEPS**

If approved, staff will finalize negotiations with The Sign Shop to purchase the 12 preserve entry signs. Staff will coordinate with the vendor to ensure 12 signs are fabricated and delivered to the appropriate field offices prior to June 30, 2016. Field staff will install signs as time permits.

Attachments

1. Photos of typical preserve entry signs
2. List of signs to be replaced

Responsible Department Head:  
Michael Newburn, Operations Manager

Prepared by:  
Bryan Apple, Acting Planner II

Contact person:  
Michael Newburn, Operations Manager

Attachment 1 – Photos of Existing Preserve Entry Signs



**Attachment 2 – List of preserve entry signs to be replaced**

1. Picchetti Ranch
2. Pulgas Ridge
3. Fremont Older
4. St. Joseph's Hill
5. Long Ridge
6. Russian Ridge (At Alpine)
7. Monte Bello
8. Purisima Creek
9. Sierra Azul
10. Los Trancos
11. Thornewood
12. Windy Hill (lower lot)

\*Signs are listed in no particular order