

Agenda Report



MEETING DATE: Tuesday, December 10, 2024

TO: City Council

FROM: CITY MANAGER VIDES
SR PROJECT MANAGER GUZMAN
SR ADMINISTRATIVE ANALYST ZAVALA

SUBJECT: RESOLUTION REJECTING BIDS FOR CITYWIDE SIGNAGE & WAYFINDING PROJECT, ST-24-05014 AND AUTHORIZING CITY MANAGER TO DIRECTLY NEGOTIATE WITH VENDOR/S

RECOMMENDED ACTION:

It is recommended that the City Council adopt a resolution rejecting all bids as nonresponsive for the City of Watsonville Signage & Wayfinding: Master Plan-Phase 1, and Ramsay Park Signage and Wayfinding Plan, ST-24-05014 and authorize the City Manager to directly negotiate and execute a contract for the project with either proposer or any other party.

BACKGROUND:

The City of Watsonville Signage & Wayfinding: Master Plan - Phase I, and Ramsay Park Signage and Wayfinding Plan, Project No. ST-24-05014 was bid and results were received, requiring action from City Council.

DISCUSSION:

On October 08, 2024, the City Council adopted Resolution No. 207-24 (CM), approving the plans and specifications and calling for proposals for the City of Watsonville Signage & Wayfinding: Master Plan - Phase I, and Ramsay Park Signage and Wayfinding Plan, Project No. ST-24-05014. The request for bids pertaining to the Ramsay Park Signage and Wayfinding Plan was removed from the request through an addendum on October 28, 2024.

Sealed proposals were opened on November 15, 2024, at 3:00 PM. The following two proposals were received:

CONTRACTOR	BASE BID	ADD ALTERNATE	TOTAL BID
Golden Gate Sign Company, Inc	\$1,978,232.40	\$2,132,415.20	\$4,110,647.60
California Sign, Inc	\$2,237,918	\$1,936,154	\$4,174,072

Staff reviewed the proposals and both proposals were found to be non-responsive due to failure to satisfy all the City's proposal requirements. Errors found are noted below.

Golden Gate Signs' bid

1. Used the incorrect proposal form
2. Did not sign the proposal form
3. Did not acknowledge addenda on the proposal form
4. Proposal form numbering is incorrect
5. Minor incorrect calculations included on proposal form
6. Failure to incorporate sales tax and bonding cost on proposal form

California Signs' bid

1. Mistakes on proposal form
2. Incorrect addition of total amount for alternatives
3. Other mathematical errors
4. Failure to incorporate the bonding cost as part of proposal form

Having met the American Rescue Plan Act (ARPA) competitive bidding requirement, staff recommends that both proposals received be rejected and that the City Manager directly negotiate and execute a contract for the project with either proposer or any other party.

STRATEGIC PLAN:

- (1) Economic Development: Develop a strong and visible City brand to help strengthen and diversify the City's economy for all.
- (2) Infrastructure & Environment: Implement Way Finding Program and complete the Park and Trail Signage Master Implementation Plan.

FINANCIAL IMPACT:

There are sufficient funds available in the currently approved budget for the City of Watsonville Signage and Wayfinding Master Plan.

ALTERNATIVE ACTION:

No reasonable alternatives are known at this time.

ATTACHMENTS AND/OR REFERENCES (If any):

None.