Council Meeting of
March 18, 2008

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager and Community Development Director - Authorize a Sole-Source Purchase of four (4) VCalm Variable Message Signs for traffic calming.

Expenditure: $38,537.00 (includes sales tax)

RECOMMENDATION

Recommendation of the City Manager and the Community Development Director that City Council authorize a sole-source purchase of four (4) VCalm Variable Message Signs from Fortel Traffic, Inc., Anaheim, California in the total amount of $38,537.00 (tax included) for traffic calming.

Funding

Funds will be available from the Safe Route to School Program S-33 project and the Public Works General Fund Operating Budget.

BACKGROUND

On November 12, 2002, the City Council approved a special opportunity purchase of the radar trailers recommended by the Police and the Community Development Departments. The purchased radar trailers along with the two that were donated by American Honda and Toyota have been effective, utilized as a vital educational tool in the traffic calming effort. On the other hand, with growing public demand as well as advanced technology, City Council has directed staff to research radar speed feedback signs that better meet the new standard of the traffic calming effort, to not only identify the speeds of on-coming vehicles but also to store and allow the analysis of such data.

As a joint effort between the City Manager and the Traffic Team comprised of staff from the Community Development, Police, and Public Works Departments, staff has researched and analyzed different radar speed feedback signs to find the most suitable sign to meet the City's needs. Below are the three vendors considered with a comparison matrix (Attachment A) attached for analysis:

VENDORS	LOCATION
• 3M Traffic Control	St. Paul, MN
• Fortel Traffic, Inc.	Anaheim, CA
• Traffic Logix	Spring Valley, NY

12C

ANALYSIS

All three vendors produce a similar sized LED type speed feedback signs with long-term installation capability, mounting on existing poles, as well as visibility during the day and night time hours. Powered through a solar panel, each sign has its own specialty briefly described on the comparison matrix. After careful analysis, staff found that Fortel Traffic, Inc. provides the only product with an integrated SD (Secure Digital) memory card that collects vehicle data including speeds (min/max), date and time information, as well as counts over 500,000 driving by vehicles. This advantage allows an efficient use of staff time to pre-program the intended operation of the speed sign in the office. Installation and operation is then implemented by the field operation staff, without requiring staff to program and manage systems outside in the field.

With the above special feature along with excellent references from Cities such as City of Garden Grove and City of Temecula, staff recommends the purchase of four (4) VCalm Variable Message Signs from Fortel Traffic, Inc., the only manufacturer and vendor of VCalm Variable Message Signs as a sole source purchase.

The Sole-Source Purchase Exception of TMC § 22.3.17 (b):

"For purposes of this Section, "sole-source purchases" means those purchases where it would be undesirable or impossible for the City to advertise for bids for particular work or for patented items, or experimental or unique services or products, or where competitive purchases would be unavailable or would not prove advantageous for the City. No sole-source purchases may be made where to do so would show favoritism, improvidence, extravagance, fraud or corruption, or result in the waste of public funds, but may be used only to obtain the best economic result for the public."

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By _____
Monica Jeong
Management Aide

CONCUR:

_____
Jeffery W. Gibson
Community Development Director

_____
LeRoy J. Jackson
City Manager

Attachments: A) Radar Speed Feedback Sign Comparison Matrix
B) Proposal from Fortel Traffic, Inc.

Radar Speed Feedback Sign Comparison Matrix

Company: 3M Traffic Control **Address:** Building 225-5S-08 P.O. Box 33225 St. Paul, MN 55144-1000 310-867-3786 **Contact:** Kathy Amato	**Company: Fortel Traffic** **Address:** 5310 E. Hunter Ave. Anaheim, CA 92807 (714) 701-9800 **Contact:** Mike Kelso	**Company: Traffic Logix** **Address:** 3 Harriett Lane Spring Valley, NY 10977 (801)712-9010 **Contact:** Craig Timothy
Specialty: Driver Feedback Sign with three illumination sources to communicate to the driver. 1. Reflected ambient light during the day 2. Reflected light from approaching headlights after dark 3. Energy-Smart LED illumination activated by photocell or programmed command Hybrid pixels combine LED technology allow white screen background during the day and LED tech during the night. You can set the system to flash when speeding.	Specialty: VCalm Variable Message Sign: 1. Can easily program custom messages or graphics such as YOUR SPEED, SLOW DOWN, WORK ZONE, etc. 2. Highest visibility: uses over 3,300 high-intensity amber LEDs to make it the most visible sign on the market today. (Fact) 3. LED's with photocell to control brightness and intensity of the message.	Specialty: Two (2) variations of signs. 1. Standard sign with the fixed wording "Your Speed" yet LED's display the approaching vehicle's speed. If vehicle exceeds the programmed threshold, the displayed speed will blink indicating the driver that he is "speeding." 2. Variable message sign (LED) that not only display the speed of on-coming vehicles, but has the ability to display either "your speed," "slow down," or "speed limit." Speed will also blink if the vehicle goes over the speed limit.
Two sizes are avail: 24-inch by 30-inch 36 inch by 48 -inch	Best Size: 45" X 28.5"	Size: 30" X42"

Additional Information: • Data system that logs speed for 30 days. • Variable messages on signs (ex: slow down) • 1 year parts and on-site warranty. • Estimated life expectancy is 5-10 years.	Additional Information: • Programs and collects data through a SD (Secure Digital) Memory Card that logs over 500,000 cars or one (1) gigabyte. • Programmable messages on signs (ex: slow down) • 1 year full coverage warranty • Estimated life expectancy is 10 years. • Local Southern California Vendor • Demonstration available.	Additional Information: • Data system that keeps track of speed for 3 months. • 2 year warranty for standard sign. • 15 year warranty on all LED sign • Estimated life expectancy 5-10 years.
Cost for 4 Units For 24X30 (size recommended by the Sale Rep) Sign: $5,130 Charger: $3,348 X 3 Units Plus Tax (8.25%) Proposing a buy 3 get 1 free deal **Total: $27,532.31 tax included**	**Cost for 4 Units** One sign: $9,200 plus tax includes complete unit all mounting hardware, solar panel, batteries (guaranteed 5 years), battery box, brackets, instructions manual, and SD card reader. Negotiated cost: $8,900 plus tax (8.25) X 4 Units **Total: $38,537 tax included**	**Cost for 4 Units** For LED sign: Regular: $6,500 Discounted: $5,800 Battery: $1,500 (three batteries that should last 3-4 days. After that, the Solar Panel will collect). $7,300 X 4 Units (Plus tax 8.25%) **Total: $31,609 tax included**

Attachment B

Quote

Fortel Traffic, Inc.
5310 E. Hunter Avenue
Anaheim, CA 92807
Phone (714) 701-9800 Fax (714) 693-8627
url: www.fortoltraffic.com email: contact@fortoltraffic.com

Date	FTI Quote #
2/26/2008	4118

Customer Name
City of Torrance 3031 Torrance Blvd. Torrance, CA 90503

Ship To

Terms	Rep	FOB	Contact	Phone	Fax	Freight
1% 20 Net 30	MSK	Destination	monica jeong	310 6185838		

Item	Description	Qty	Price Each	Total
VCALM-VMS-SOLAR	VCalm® VMS, SOLAR, 45" X 28.5" X 4.5" complete unit includes all mounting brackets,hardware,solar panel,batteries,battery box and instruction manuel,sd card,	4	8,900.00	35,600.00T

Thank you for your RFQ. This quote is valid for 30 days.

Subtotal	$35,600.00
Sales Tax (8.25%)	$2,937.00
Total	$38,537.00