



Meeting Date: 2/7/2012

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Cynthia Daniels *CD* Agenda Item No. **I-3**

Reviewed By: City Manager *JLB* City Attorney *JP* Finance *PC* Other (Winegar) *W*

DATE: January 30, 2012

TO: City Council

FROM: Cynthia Daniels, Project Manager *Cynthia Daniels*
Development Services Department

SUBJECT: Project Specification No. DS12-05 for Oxnard Transportation Center (OTC) Sign Replacement Project

RECOMMENDATION

That City Council adopt plans, specifications, and working details for Project Specification No. DS12-05 to replace signs at the OTC at 201 E. Fourth Street and free-standing signs for the OTC at 198 E. Fourth Street (a public parking lot).

DISCUSSION

The OTC was built for the Redevelopment Agency in 1986 to provide a central and convenient point of access between the various public transportation providers serving the City. Currently, service is available from Gold Coast Transit, VISTA (bus service), Greyhound, Amtrak Thru-way buses, Amtrak train service, Metrolink, Harbor & Beaches Dial A Ride (bus service), and Veterans Administration shuttle bus service. Taxis are available at curbside. Free parking surrounds the OTC. The OTC Master Plan was adopted by City Council Resolution 12,541 on December 16, 2003. The Plan recommends improved signage, including development of a uniform graphic design and signage master plan. The OTC Master Plan acknowledges many transit patrons may benefit from bilingual signage.

In February 2006, the Ventura County Transportation Commission (VCTC) awarded \$13,330 in federal funding to implement the recommendation of the OTC Master Plan to install bilingual signs as part of a master sign program. Hunt Design prepared the recommendations for the master sign program. The master sign program has been reviewed by the City Council's Transportation Policy Committee. The Committee's recommendations are incorporated in the plans, specifications, and working details.

The master sign program provides improved visibility to the OTC with enhanced directional signage for buses, automobiles, and pedestrians. The sign program incorporates icons for buses and trains on

the signs inside and outside the building to aid non-English speakers and non-literate visitors. The name of the center will be changed to Oxnard Transit Center to better reflect the variety of transportation alternatives at the center. The demolition of the old signs and installation of the new signs is estimated to cost between \$190,000 and \$210,000.

FINANCIAL IMPACT

The OTC Bilingual Sign Project (No. 073109) is funded with Air Pollution Buy-down Funds. After the project bids are received and evaluated, staff will return to City Council to recommend award to the lowest responsive and responsible bidder.

CD

Note: Copies of Project Specification No. DS12-05 are available for review at the Contract Procurement Office, 1060 Pacific Avenue, Bldg. 2, Oxnard after 8:00 a.m. on Monday, February 6.