

AGENDA ITEM 1 I  
Consent Item

**MEMORANDUM**

**DATE:** February 1, 2024  
**TO:** El Dorado County Transit Authority  
**FROM:** Brian James, Executive Director  
**SUBJECT:** Purchase Order No. 29213 issued to Turbo Images for Vehicle Graphics

**REQUESTED ACTION:**

**BY MOTION,**

**Approve Purchase Order No. 29213 issued to Turbo Images for vehicle graphics**

**BACKGROUND**

The Market Assessment and Marketing Plan for El Dorado Transit June 2015 branding section noted that for a transit system the key elements of its visual brand are its name, logo, vehicle colors, vehicle graphics, bus stop signage and bus stop facilities. The vehicles and bus stops are in essence a transit system's "packaging" and its most visible marketing tools. They are seen by thousands of people each day. They can be a highly effective awareness-building tool.

**DISCUSSION**

The El Dorado County Transit Authority (El Dorado Transit) previously utilized a vinyl graphics supplier who, after an ownership change, no longer offered installation services. As a result, El Dorado Transit published a Request for Proposals (RFP) 23-03 for Vinyl Graphics on Transit Buses, Vans, and Staff Vehicles on October 3, 2023 and received three (3) responsive proposals that met the qualifications as outlined in the RFP. Staff reviewed and scored the proposals and chose to award the contract to Turbo Images as the lowest responsible bidder.

This purchase order represents graphics repairs, replacements, and new installations on vehicles over multiple years.

**FISCAL IMPACT**

*COST SUMMARY (ESTIMATE)*

Proposed  
Budget

Vehicle Graphics

\$180,000

*Total Project Cost*

*\$180,000*

*FUNDING SOURCES*

Transit Development Act (TDA)

\$180,000

*Total Revenue*

*\$180,000*

**EL DORADO COUNTY TRANSIT AUTHORITY**  
**6565 COMMERCE WAY**  
**DIAMOND SPRINGS, CA 95619-9454**  
**(530) 642-5383**

**PURCHASE ORDER NO. 29213**

THIS NUMBER MUST APPEAR ON ALL INVOICES,  
 PACKING LISTS, PACKAGES, AND BILLS OF LADING.

**DATE: 02/01/24**

ACCOUNT: 5040

CLASS: 110

TO: TURBO IMAGES, INC.  
 1225 107TH STREET  
 SAINT-GEORGES, QUEBEC, CANADA  
 G5Y 8C3

SHIP & INVOICE TO:  
**EL DORADO COUNTY TRANSIT AUTHORITY**  
**6565 COMMERCE WAY**  
**DIAMOND SPRINGS, CA 95619-9454**

Contact: Pier Veilleux

Vendor Phone No: (418) 227-8872, x1000

Fax No: (877) 327-0799

PROMISED DELIVERY DATE	TERMS: NET 30
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	F.O.B. DESTINATION
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QTY	UNIT	DESCRIPTION	UNIT PRICE	EXTENDED TOTAL
		PRODUCTION AND INSTALLATION OF VINYL GRAPHICS ON FLEET VEHICLES		\$180,000.00

I hereby certify that this purchase order is in accordance with procedures in the purchase manual governing of such items for El Dorado County Transit Authority.	<b>SUBTOTAL</b>	\$180,000.00
	<b>SHIPPING</b>	
	<b>SALES TAX</b>	
	<b>TOTAL</b>	\$180,000.00

**PURCHASING AGENT**

**PLEASE NOTE CONDITIONS ON REVERSE SIDE**

"This Purchase Order expressly limits acceptance to the terms and conditions stated herein, set forth on the reverse side and any supplementary or additional terms and conditions annexed hereto or incorporated herein by reference. Any additional or different terms and conditions proposed by seller are objected to and hereby rejected."

Circle Distributing: Vendor - Accounting - Requestor - Purchasing