



(Board Copy)
Washington Metropolitan Area Transit Authority
**METRO ELECTRONIC ACTION
DOCUMENT**

| IDENTIFICATION | | | |
|---|-------------------|----------------------|------------------|
| MEAD ID: | 99240 | ACTION: | Initiate & Award |
| AWARD VALUE: | (Not yet awarded) | CONTRACT: (Proposed) | |
| FUND SOURCES: (View) | Operating Funds | CONTRACTOR: | |
| LAST MODIFIED: | 01/13/2006 | | |

| DESCRIPTION | |
|-------------|---|
| SUBJECT: | Initiate and award a contract for the fabrication and installation of fare chart signs. |
| PURPOSE: | To request Board approval to initiate and award a contract for the fabrication and installation of fare chart signs to be installed on the face of each Farecard vending machine. |

| ORIGINATION | | | | | |
|---------------------------|--------------|---------|--|-------|----------------|
| INITIATOR | | | DEPARTMENTAL APPROVAL | | |
| MURRAY BOND on 01/09/2006 | | | Approved by AGOURIDIS , LEONA 01/09/2006 | | |
| PHONE: | 202-962-1498 | OFFICE: | STRK | DEPT: | Communications |

| COORDINATION (ROUTING) | | |
|------------------------|------------------|---------------------|
| OFFICE | NAME | ACTION/DATE |
| STRK (6210) | BOND, MURRAY | Approved 01/09/2006 |
| AGMC (6110) | AGOURIDIS, LEONA | Approved 01/09/2006 |
| COUN (1410) | O'KEEFFE, CAROL | Approved 01/10/2006 |
| OPAS (3161) | HUGHES, JAMES | Approved 01/10/2006 |

| FINAL APPROVALS | |
|-----------------|---|
| OFFICE | NAME/ACTION |
| OPER_CMTE | Approved for OPAS by JAMES HUGHES on 01/10/2006 |
| BEMR | Approved for by HAROLD BARTLETT on 01/13/2006 |
| GM | Approved for GMGR by GMGR CEO on 01/13/2006 |
| BOARD | BOARD WMATA (Not Yet Approved) |



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NARRATIVE

BACKGROUND:

During the Fiscal 2006 budget discussions, the subject of customer information available in station mezzanines was discussed. Specifically, it was thought that locating the fare charts on the telephone/map enclosures and station managers' kiosks did not provide convenience to customers—especially tourists--using the farecard equipment. Funds were included in the Fiscal 2006 Operating Budget to fabricate and install fare charts at the Farecard Vending Machines where customers purchase tickets.

DISCUSSION:

In October 2005, pilot fare chart signs were designed and installed as part of a pilot at four stations: Union Station, Shady Grove, Greenbelt and Franconia-Springfield. The signs were installed on the walls above the Farecard Vendors, and the Department of Customer Communications, Marketing and Sales initiated on-site research to evaluate customer response. Overwhelmingly, those customers surveyed did not like the placement of the pilot signs, claiming that they were difficult to read. Staff explored alternatives and developed a fare chart sign that could be installed on the upper faceplate of the vending equipment. The new sign lists regular and off-peak fares from the station to all other stations in the system and also provides other fare information that is of particular use for tourists. The new design was tested on all of the vendors on the south mezzanine at Union Station before the holidays. Customers who were interviewed liked both the location of the sign and the information presented. Moreover, the station manager on the test mezzanine strongly supported the sign as a real convenience to customers—visitors in particular--due to its location on the vending machine.

The contract that results from this action will not be implemented until the issues regarding the service levels to be operated on certain Federal Holidays and fares is resolved by the Board. In the interim, staff will produce and install temporary vinyl signs on Farecard Vendors at the 25 stations most frequented by visitors. Installation will be timed in advance of the Cherry Blossom Festival in late March which is the traditional kick off of the tourist season.

ALTERNATIVE:

The Authority does not have the in-house resources to fabricate these signs using the required Lexan material.

IMPACT ON FUNDING:

Budget: Operating, Fiscal Year 2006
Office: Project Communications - Cost Center 66100
Account: Outside Printing - 50399030
This Action: \$500,000

Remarks: Funding appears on Page 66 of the Approved Fiscal 2006 Annual Budget Book.

DBE REQUIREMENTS:

Pursuant to WMATA Board Resolution No. 2005-30, DBE goals are not set for non-federally funded (or operationally funded) contracts and procurements.

AFFIRMATIVE ACTION REQUIREMENTS:

Contractor will be required to comply with Executive Order 11246, as amended, Revised Order No. 4 if the contract has 50 or more employees and the contract is \$50,000 or more.

RECOMMENDATION:

That the Board of Directors approves the initiation and award of a contract for the fabrication of fare chart signs to be installed system-wide on the face of each Farecard vending machine in all Metrorail stations.