



Dear Prospective Vendor:

If you intend to submit a proposal, please contact Sandra Hernandez at shernandez@simivalley.org and provide your name, address, telephone number, fax number, and E-mail address.

The City will use this information to notify you of any addenda to these documents. Without this information, the City has no way of identifying who may have outdated or incomplete copies. It is the prospective vendor's responsibility to ensure the most complete and current versions of the documents are obtained, including any addenda.

REQUEST FOR PROPOSALS

The City of Simi Valley, Department of Community Services/Transit Division, is requesting proposals from qualified and responsible firms, pursuant to Specification No. CST 2016-01, to provide advertising services for the City of Simi Valley Transit (SVT) Division's: Fixed-Route and Paratransit vehicles, Bus Shelters, Bus Stops, and various Transit related properties and publications.

Additional information may be obtained by contacting:

City of Simi Valley
Department of Community Services
Sommer Barwick, Director
SBarwick@simivalley.org
(805) 583-6754

To be considered, proposers must send one (1) complete original, one complete electronic (searchable) PDF copy of the entire proposal, and four (4) complete copies of their proposal in a sealed envelope with the name of the company submitting the proposal and the title of RFP at or before 3:00 p.m., on Friday, November 18, 2016 to the following:

Sommer Barwick, Director
Department of Community Services
City of Simi Valley
2929 Tapo Canyon Road
Simi Valley, CA 93063

NOTE: Please mark the outside of the envelope (and express shipment envelope, if applicable):

**Transit Advertising Services
Specification No. CST 2016-01
November 18, 2016, 3:00 p.m.**

REQUEST FOR PROPOSALS – CONTINUED

Proposals received after the date and time specified above will be returned to the Proposers unopened.

Parties interested in obtaining a copy of this Request for Proposals (RFP) Specification No. CST 2016-01, may do so by visiting the City's website at <http://www.simivalley.org/bidsandproposals> and downloading the document. A request may also be submitted by faxing the request to (805) 583-7949 or emailing shernandez@simivalley.org. Please include the following information:

- name of firm
- address
- contact person and title
- telephone number, facsimile number and e-mail address
- Request For Proposals (RFP) Specification No. CST 2016-01

Questions with regard to this RFP should be submitted by e-mail to Sommer Barwick, Director, Department of Community Services, at SBarwick@simivalley.org (with cc to shernandez@simivalley.org) by Thursday, November 10, 2016. All firms sending questions will receive responses to all questions and any other addenda that may be released, via e-mail by Tuesday, November 15, 2016.

The Proposer will be required to comply with all applicable equal opportunity laws and regulations.

Proposers shall ensure that in regard to this RFP, Disadvantaged Business Enterprises (DBE's) will be afforded full opportunity to compete for subcontracting work and will not be discriminated against on the grounds of race, color, age, national origin, ancestry, sex or religion.

CITY OF SIMI VALLEY

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S:
FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

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SCOPE OF SERVICES, PROPOSAL CONTENT AND PROPOSAL EVALUATION

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

INTRODUCTION

The City of Simi Valley (City) is requesting proposals from qualified and responsible firms, pursuant to Specification No. CST 2016-01, to provide advertising services for the City of Simi Valley Transit (SVT) Division's: Fixed-Route and Paratransit vehicles, Bus Shelters, Bus Stops, and various Transit related properties and publications.

Advertising services required shall include sales, production, installation and maintenance of advertising space in and on its revenue fleet as well as other Transit related properties and publications.

This project utilizes funding provided through California Transportation Development Act (TDA) and potentially Federal Transit Administration (FTA) funding. All applicable Equal Employment Opportunity laws and regulations as well as other applicable state and federal regulations shall apply to this contract.

The CITY hereby notifies all proposers that it will affirmatively ensure that Disadvantaged and Women's Business Enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color creed, sex, age, disability or national origin in consideration for an award.

The CITY reserves the right to postpone, accept or reject any and all proposals as the CITY deems to be in its best interest.

CITY OF SIMI VALLEY OVERVIEW

With an estimated population of 126,733 (as of February 2014), the City of Simi Valley is the third largest of Ventura County's ten cities. Occupying an area of approximately 42 square miles, it is located in Southeast Ventura County, adjacent to the northwestern perimeter of the San Fernando Valley, approximately 37 miles northwest of downtown Los Angeles.

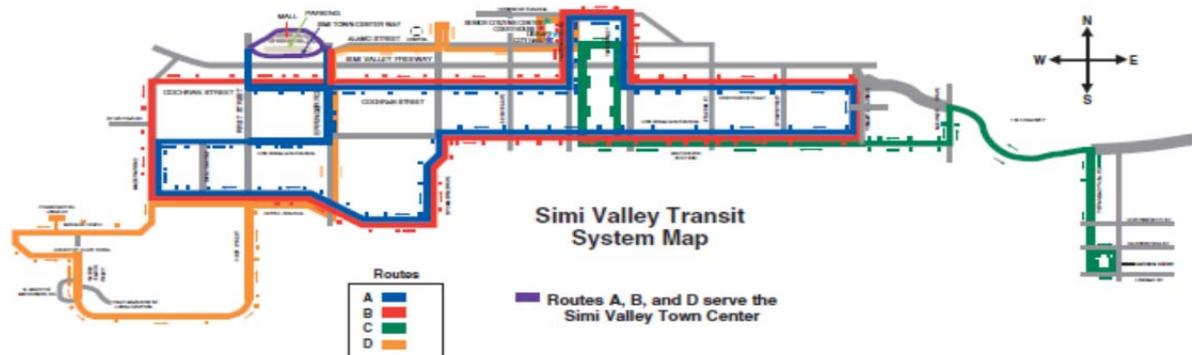
The City's Transit system is operated by a Division of the City of Simi Valley's Department of Community Services, which is located at City Hall, 2929 Tapo Canyon Road, Simi Valley, CA, 93063. The Transit Division occupies the Transit Maintenance Facility, located at 490 West Los Angeles Avenue, Simi Valley, CA 93065. The selected contractor shall coordinate with staff at both locations.

CITY OF SIMI VALLEY: TRANSIT DIVISION OVERVIEW

The City of Simi Valley Transit Division provides fixed-route and Americans with Disabilities Act Paratransit/Dial-A-Ride (ADA/DAR) services throughout Simi Valley. The City of Simi Valley's public transportation system operates 16-hours/day, 6-days/week (Monday through Saturday).

Fixed-Route Service

The City's fixed-route service provides connections with Ventura County's VCTC/VISTA service and Los Angeles County's METRO in the San Fernando Valley community of Chatsworth. The City provides approximately 300 days of uninterrupted fixed-route public transportation services to the community, and provides an estimated 379,000 passenger trips annually. The City's Transit fleet of fixed-route buses combined, travel approximately 430,000 system revenue miles annually.



Fixed-route schedules and related information are available on the City's website: www.simivalley.org/BusSchedules.

The City shall provide the selected Contractor bus shelter/bus stop locations and bus route schedule information. It should be noted that no particular bus or van is assigned to a specific route on a permanent basis, rather all vehicle assignments are rotated to serve all routes.

ADA/DAR Service

Americans with Disabilities Act Paratransit/Senior Dial-A-Ride services (ADA/DAR) are provided within Simi Valley on a "curb to curb" basis to ADA Certified individuals and to seniors aged 65 and over. This service also connects with Los Angeles County's ADA transportation service at the Chatsworth Metrolink station. It is estimated that approximately 42,000 ADA Paratransit/Senior Dial-A-Ride trips are provided to the Senior and special needs population annually. ADA/DAR services are provided within 3/4 of a mile of the City's Fixed-Route service on a "curb to curb" basis, or to connections, as scheduled for certified passengers.

The available vehicles in Simi Valley Transit's fleet include: nine 40-foot and two 35-foot CNG buses used in fixed-route operations; ten 28-foot CNG paratransit vehicles used in ADA/DAR operations; and, eight standard vans and sedans used by supervisory staff and for coach operator exchanges.

Simi Valley Transit, with the assistance of an outside consultant, will be conducting a comprehensive operations analysis of its entire system. The goal is to enhance Simi Valley Transit's service and improve the customer's experience. The analysis will include evaluation of each route, its frequency of service, its ridership level, and its connectivity to the entire Ventura County system as well as to Metrolink. The information gathered through customer surveys and public meetings along with route analysis, ride-alongs and fare box data collection may result in recommended service enhancements and/or changes.

SCOPE OF SERVICES

• Contractor Responsibilities

1. The selected Contractor will be the City's primary (not meant to be sole) agent for the sale of advertising on the Fixed-Route and Paratransit vehicles, Bus Shelters, Bus Stops, and various Transit related properties and publications.
2. The selected Contractor will pay the City a percentage of its gross operating revenue. Proposals shall include estimated minimum gross amount and formula for City revenue.
3. The selected Contractor shall report, notify, and/or make the City aware of all "trade contracts" that the selected Contractor may obtain or have for the duration of this Agreement. Selected Contractor shall compensate the City accordingly for such "trade contracts" by either paying monies equal to the percentage that the City has in this Agreement. Such compensation will be determined by the City and the selected Contractor must obtain approval prior to entering into any "trade contracts". Selected Contractor shall be accountable to the City for such "trade contracts".
4. The selected Contractor shall maintain a comprehensive sales plan, and shall aggressively market a program to advance the sale of advertising space. The selected Contractor shall put forth its best efforts to coordinate the sale, installation, removal, and maintenance of advertising space on Fixed-Route and Paratransit vehicles, Bus Shelters, Bus Stops, and various Transit related properties and publications.
5. The selected Contractor shall create/maintain a user friendly website portal to enable any interested parties to easily obtain a general overview of the advertising opportunities, general pricing information, and contact information for advertising services.
6. A single representative from the selected contracting company shall be designated as the point of contact to answer any inquiries, troubleshoot any problems, resolve any issues, perform or oversee all accounting and billing duties as outlined in "Compensation and Administrative/Reporting Requirements"

section articulated below, and be the general liaison for any business between the City and the selected Contractor. Said person must be accessible during regular business hours (8 a.m.-5 p.m.) and must provide two reliable telephone numbers for contact. Removal of the representative from the project will require City's prior written approval of whomever the selected Contractor intends to substitute.

7. The selected Contractor will work with the City's Transit Advertising Coordinator, who will oversee advertising designs for compliance with the City's Transit Advertising Policy, as well as for consistency, quality and appearance of the fleet for the exterior and interior bus advertising, bus shelters and benches, and other Transit related properties and publications.
8. The selected Contractor shall at all times present themselves as a representative of the company they work for, while also acknowledging that they are acting as an agent of the City and there is an expectation of professionalism and ethical business practice at all times.
9. The selected Contractor, at its own expense, will be responsible for posting/installing advertising signs, removing outdated signs and any signs rejected by the City.
10. Installation and ongoing maintenance of signs and other necessary activities of the selected Contractor must not interfere with Simi Valley Transit operations. Access to vehicles will be provided only at times consistent with the operational hours of the operating facility, primarily during off-peak hours. Vehicles will not be removed from service for the purpose of installing or removing advertising signs.
11. The City's Transit division has a strict safety and security policy for employees and vendors. Due to the level of activities at the Simi Valley Transit facilities, and the large number of vehicles and employees, yard congestion and safety is of vital concern. The selected Contractor will be provided reasonable access to the Transit vehicles for the purpose of providing their many services. All Contractor company employees are required to sign in at the Transit facility's front desk & obtain an access badge (provided by the City) that must be worn so that it is visible at all times when on the City's Transit property. Further, Contractor employees shall notify the maintenance personnel on duty when they arrive on the City's Transit property. The selected Contractor's company vehicles shall be clearly marked, and be in safe operating condition.
12. All advertising shall be displayed in a neat and professional manner.
13. The selected Contractor shall maintain all displayed advertising so as to ensure its neat appearance and promptly remove, at its own expense, all advertising which is torn or otherwise unsightly in appearance. The selected Contractor further agrees to remove dated advertising no later than fifteen (15) days following the final date of an advertised event or offer.
14. Bus Shelter Maintenance and Advertising
Maintenance of all shelters and the area immediately surrounding each shelter will be the responsibility of the Contractor.

- a. Physical damage, by selected Contractor or any agent of the Contractor, to any component of the shelter must be repaired within seven (7) days of Contractor notification to the City.
- b. Vandalism such as graffiti must be removed within 48 hours of notification by the City to the contractor.
- c. Trash must be collected from all shelters on a regular basis. Provided maintenance plan should describe PROPOSERs schedule for trash collection.
- d. Selected Contractor will have the option during the course of the agreement to install additional advertising shelters at locations mutually agreed upon by the selected Contractor and the City. Equipment, installation and maintenance costs shall be the responsibility of the Selected Contractor and all shelters will conform to the City standards. The amount paid to the City for any additional shelters installed by the selected Contractor will be negotiated at a lower percentage of Gross revenue than the main portion of this agreement.

15. Advertising on/in Transit vehicles

Selected Contractor shall use standard size direct application advertisements on the City buses & paratransit vans and/or bus wraps. Direct application signs, or wraps, shall use a pressure sensitive, direct application material such as Flexcon Opaque Busmark vinyl or other similar approved material by the selected Contractor.

The selected Contractor shall submit all requests for full wrap displays to the Transit Advertising Coordinator with a full color illustration showing the proposed advertisement for written approval by the Community Services Department and City Manager. Any bus with a full wrap display shall display all appropriate numbering and signage decals; although the numbers and decals can be relocated to other positions on the back of the bus providing the relocation meets all appropriate vehicle codes. Each bus used for a full wrap display shall be returned to the City by the selected Contractor in the exact condition, paint scheme, and decal placement as the rest of the fleet at the conclusion of the full wrap display contract for that bus.

All expenses for painting and bodywork in converting a bus back to standard design coach when direct application signs or full wrap displays are removed and not replaced with another sign or wrap, shall be the sole responsibility of the selected Contractor, and it is understood that the City shall incur absolutely no costs whatsoever in these efforts. The City will make all paint and body repairs, or arrange to have the repairs completed, and will bill the successful proposer for all necessary parts and labor at the prevailing rates.

Interior display space consists of channeled displays 11 inches high, running various lengths in the buses. Advertising signs inside buses shall not be on index card stock but shall be on minimum .020 Styrene or similar approved

product. The paratransit vans do not accommodate interior bus cards. The City is also interested in exploring digital or video options inside the transit vehicles.

A fleet profile is provided in Appendix "B". Advertising space and or method available for sale is limited to the inventory described in the profile. Upon retirement of any current buses, the replacement buses will be equipped with like buses.

16. Other Transit Advertising Space

In addition to advertising on the transit bus shelters (specifications noted in Appendix "C") and vehicles, the City is also exploring utilizing available space at other bus stops (information stations, trash/recycling receptacles, and benches), a listing of the City's bus stops is detailed in Appendix "D". Additionally there will be advertising space available in the City's ridership guide, and bus passes, etc. The City is also interested in reaching out to local businesses to increase their profile by participating in a discount program aimed at customers with monthly unlimited or re-loadable bus passes, and in any additional ideas the selected Contractor can offer to generate advertising revenues.

17. Materials, Equipment and Supplies

The selected Contractor shall furnish at its expense all equipment, supplies and materials necessary and incidental to the solicitation, sales and installation of advertising materials. The selected Contractor shall be responsible for any storage space required to store tools, advertising signs, or any other items required to complete tasks and responsibilities. The City is unable to make space available for storage of these items on the City's Transit property.

18. Compensation and Administrative/Reporting Requirements

a. Revenue Remittance and Quarterly Reporting

The selected Contractor is required to remit revenues earned each quarter within fifteen (15) calendar days after the end of the quarter in which they were earned. Quarterly reports will be submitted for these periods: July-September, October-December, January-March, April-June. The revenue must be accompanied by these reports, which shall include a summary of:

- i. List of all advertisers, type and quantity of advertisement for each;
- ii. Total number of signs for each type, total sold and total available for each type;
- iii. Gross Billings, per advertiser, for the quarter;
- iv. Collections, per advertiser, for the quarter;
- v. Past due amounts, per advertiser;
- vi. Total remaining balances on all advertiser accounts;
- vii. Contract expiration dates;
- viii. A copy of all advertising contracts that were executed the previous quarter; and
- ix. Any out of the ordinary circumstances that should be known or considered by the City.

The quarterly payment and report is to be directed to Sommer Barwick, Director, Department of Community Services.

b. Contract Reporting

- i. The selected Contractor shall furnish the City with copies of all signed contracts and correspondence (including changes in prices, lengths of contracts and cancellation notices) within a month of their execution.

c. Records Retention

- ii. The selected Contractor shall maintain all required records for three (3) years after final payment by the selected Contractor to the City under the terms of the operating Contract. However, if any audit, claim, or litigation is started before the expiration of the three (3) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.
- iii. The selected Contractor will permit the City to inspect/audit all records and financial data involved in the operation of sales during the regular business hours maintained by the successful proposer, and at such other times upon one (1) day's written notice.

19. Contract Expiration or Termination

Upon the expiration or termination for cause of the advertising sales contract, the selected Contractor will assign and transfer to the City all contracts for advertising. Said contracts will then become the property of the City.

• **Rights of the City**

1. The City reserves the right to use, without charge, ten percent (10%) of the vehicles dedicated to the Advertising program, for its exclusive use for any institutional advertising or promotion or purpose deemed to be in the best interest of the City and its Transit services, or that which the City feels is worthy of charitable mention. The City also reserves the right to use any unsold exterior or interior advertising space for its exclusive use.
2. Availability of exterior and interior advertising space on the City's Transit vehicles may change during the period of this agreement for reasons including, but not limited to, the procurement of new buses and the retiring of old buses. The City may add or remove equipment from service based on a variety of factors including but not limited to: programmed capital improvements, scheduled maintenance, capacity requirements, or unforeseen damage due to vandalism/accidents.
3. All advertising must comply with the City's Transit Advertising Policy as attached and as may be amended by the City. The City shall approve all advertising, exhibit material, announcement, or any other communications displayed and/or exhibited on its fleet, contract shelters, benches and other Transit related properties and publications. No advertising, at the City's sole discretion, that fails to meet the City's standards as set forth in the attached Transit Advertising

Policy, may be accepted by the selected Contractor for display on the City's various Transit properties and publications. The City reserves the right to reject any advertising it finds to be offensive, objectionable or in poor taste as set forth in the Transit Advertising Policy.

4. Upon notification from the City to the selected Contractor, physical damage to any component of the bus shelters must be repaired within seven (7) days.

PROPOSALS

The proposal should provide a clear, concise explanation of the proposer's capability to satisfy the requirements of this RFP and should provide sufficient detail to enable the selection committee to thoroughly evaluate and compare it with other proposals.

PURPOSE AND OBJECTIVES

The major objectives that the City wishes to achieve in the transit advertising sales program are as follows:

- To maximize the advertising revenues paid to the City. The City seeks a sustainable Contractor to grow the transit advertising program.
- To assist the City with advertising and promoting its programs and services.
- The City will frequently use both interior and exterior transit advertising to market various aspects of its services and to provide community information to passengers.
- To properly maintain the City's fleet of vehicles, image and integrity with respect to advertising and mediums. Advertising on City vehicles must be attractively presented and in accordance with the application types called for in this RFP.
- To minimize the impact of application activities for the City's Maintenance personnel. The City's Maintenance personnel are not responsible for posting signage.
- To assist non-profit and community organizations and institutions with public service advertising at lower rates when unsold space is available.

This RFP contains instructions concerning the proposal to be submitted and the material to be included. A description of the services to be provided, eligibility requirements for consideration, evaluation criteria and other requirements to be met by each proposal are enclosed. Proposers must use the Summary Proposal Submission form that is included in this proposal package and submit it as part of their final proposal.

PROPOSAL SUBMISSIONS

The Proposal shall be transmitted with a cover letter that must be signed by an official authorized to bind the Proposer contractually, and shall contain a statement that the proposals are firm offers for a 120-day period. The letter accompanying the Proposal shall also provide the following: Name, Title, Address and Telephone Number of

individuals with the authority to negotiate and contractually bind the Proposer. An unsigned proposal, or one signed by an individual not authorized to bind the Proposer may be rejected.

One (1) complete original, one complete electronic (searchable) PDF copy, and four (4) complete copies of the sealed Proposal must be submitted at or before 3:00 p.m., on Friday, November 18, 2016. Late proposals will not be accepted.

Any restrictions on the use of data must be clearly stated in the proposal. Any exceptions to the form of City's standard contract (attached) must be included in the proposal. Each exception must reference the particular section in the Scope of Services or paragraph in the City's Contract. In instances where Proposer desires changes to the City's contract, included herein, Proposer must submit requested precise substitute wording, although the City may agree to changes in the contract at the City's discretion, the City is under no obligation to do so. If your firm has no clarification, exception or deviation from any of the terms and conditions contained within this RFP, a statement to that effect shall be included in the proposal. The consultant must be prepared to sign the contract immediately upon staff making the recommendation to award to your firm. The City of Simi Valley reserves the right to reject any or all proposals.

PROPOSER'S RESPONSIBILITIES

It is the responsibility of each Proposer to:

- Examine this RFP, including all appendices and attachments, including the Contract thoroughly.
- Become familiar with local conditions that may affect cost, permitting, progress, performance, or services described in this RFP, including inspection of the City's terrain and streets.
- Consider all federal, state and local laws, statutes, ordinances, regulations and other applicable laws that may affect costs, permitting, progress, performance, or services.
- Clarify with the City any conflicts, errors, or discrepancies in this RFP in accordance with the deadlines specified herein.
- Agree not to collaborate or discuss with other Proposers the content of the proposal or service fees proposed.
- Prior to submitting a proposal, each Proposer will, at his/her own expense, make or obtain any additional examinations, investigations, and studies; and obtain any additional information and data that may affect costs, permitting, progress, performance or furnishing of the project and that Proposer deems necessary to determine its proposal.
- Each Proposer shall use USPS mail or other delivery service at its own risk, and the City shall not be obligated to accept or respond to any submission that is delayed due to delivery failures.

CONSEQUENCE OF PROPOSAL SUBMISSION

The submission of a proposal will constitute a binding representation and warranty by the Proposer and that the RFP is sufficient in scope and detail to indicate and convey understanding of all terms and conditions for performance and furnishing of the requested services.

The submission of a proposal shall not be deemed an agreement between the Proposer and the City. The proposal is a contractual offer by the Proposer to perform services in accord with the proposal. Specifically, the following provisions apply:

- The City shall not be obligated to respond to any proposal submitted nor be bound in any manner by the submission of a proposal.
- The City reserves the right to select the option that is determined to be the most advantageous to the City and enter into a contract based on that selection. Each proposer should offer its available alternatives and best approach in terms of providing all requested services.
- The City reserves the right to select a contractor from among the proposals submitted, or to enter into negotiations with two (2) or more qualified offerors, or to reject any and all proposals received.
- Acceptance of a proposal by the City obligates the Proposer to enter into any Agreement with the City for the performance of the services chosen by the City at its sole discretion.
- The Agreement shall not be binding or valid against the City unless and until it is executed by the City and the selected Proposer, and the Proposer's insurance, and/or other surety guarantee have been accepted by the City.

The proposals received shall become the exclusive property of the City. At such time as the Contract award is commended to the City Manager, all proposals (except withdrawn proposals) submitted in response to this RFP shall become a matter of public record and shall be regarded as public records.

PROPOSAL CONTENTS

All proposals must be prepared using the following format:

Part	Content
--	Letter of Transmittal
1	Revenue Proposal (include cost of program management)
2	Company Background and Experience
3	Qualifications/Responsibilities of Personnel assigned to the contract
4	Proposed Method of Accomplishing Work
5	Required Forms/Documents from within this RFP

• Letter of Transmittal

1. Identification of the offering firm(s), including name, address and telephone number of each firm;

2. Description of type of organization (i.e., corporation, partnership, including joint venture teams and subcontractors) submitting proposal.
3. Names of the person(s) representing the firm(s) in the negotiations during the period of the proposal evaluation;
4. A statement to the effect the proposal shall remain valid for a period of not less than 120 days from the date of submittal;
5. A written statement warranting that the requirements of the requested services as described in the RFP, its enclosures, and all addenda have been reviewed and the Proposer has conducted all necessary due diligence to confirm material facts upon which the proposal is based.
6. Signature of the person(s) authorized to operate a contract on behalf of the firm.

- **Revenue Proposal**

A Summary Proposal Submission form is included as part of this RFP. Proposers shall submit this form with their official proposal. Failure to incorporate this form into the proposal will result in the proposer's submission being considered non-responsive.

- **Company Background and Experience**

Each respondent must include information indicating its qualifications, experience, and competence in relation to the services to be performed.

1. **Company History:** Proposer must submit a description of the company history. Such information should contain the company background, including the number of years in advertising sales and management, as well as transit advertising sales and management.
2. **Competence:** Proposer shall identify professional competence in related fields, including a list of transit operations the company is currently, or has previously, contracted with for similar type of work.
3. **References:** A Statement of Proposer's Qualifications and References form is included as part of this RFP. Proposer shall submit references, on included form, from at least three companies that Proposer has contracted with for similar type of work. Proposer must include the names and addresses of the representative list of clients/references.
4. **Financial Information:** Proposer must include the company's most recent audited financial statement and shall submit other financial information deemed by Proposer to be pertinent to the proposal or the proposed method of operation.

- **Qualification/Responsibilities of Personnel Assigned to the Contract**

Proposal must contain description of qualifications of key personnel assigned to the project and located in a local office. The proposer shall certify that the key personnel at the local office will be available throughout the term of the Contract. Proposer shall also include:

1. A brief biography for each key member of the local personnel.

2. Job descriptions of each key personnel member's position as it relates to the local transit project. The descriptions should include specific job responsibilities to be held on a local level.
3. Verification that key staff assigned to the project have a minimum of five (5) years of experience in advertising sales and administration.

• **Proposed Method of Accomplishing the Work**

Proposals must include a detailed description of respondent's understanding of the services to be rendered and the procedures and methods that will be used to complete the work requested by the City in this RFP. The methods and procedures proposed by the respondent shall include, but need not be limited to, the following:

1. **Maintenance Plan**
Proposer must state, in detail, its plan for cleaning (including garbage pick-up), repairing and addressing vandalism on the information displays, shelters/benches, and trash/recycling receptacles in the service area.
2. **Marketing and Sales**
Proposer will be required to perform complete advertising servicing and sales functions including, but not limited to:
 - a. Proposer must submit an explanation of marketing strategies and literature it will use to promote transit advertising.
 - b. Proposer must state what printing services will be provided to potential customers.
 - c. Proposal shall include a proposed schedule of rates and/or fees to be charged to commercial clients, non-profit clients and public service clients.
3. **Advertising Content and Control**
 - a. Proposer must ensure that all advertising adheres to the City's adopted Transit Advertising Policy shown in Appendix "A".
 - b. All advertising shall be displayed in a neat and workmanlike manner.
 - c. Successful Proposer shall maintain all displayed advertising so as to ensure its neat appearance and promptly remove all advertising which is torn or otherwise unsightly in appearance.
 - d. City reserves the right to require the successful Proposer to promptly remove, at the Proposer's expense, any advertising which, in the opinion of the City, is non-compliant with the City's approved Transit Advertising Policy or is unsightly in appearance.

• **Required Documents**

Proposers must submit all required documents contained within this RFP.

This RFP and the resulting Contract will be administered in accordance with all applicable federal, state and local laws and regulations. The Federal Transit Administration (FTA) Third Party Contract Clauses included within the scope of this RFP

are applicable to all contracts. All proposers must acknowledge their ability to comply with all associated regulations by signing and submitting the Revenue Proposal Submission form included in this RFP package.

PROPOSAL EVALUATIONS

EVALUATION CRITERIA

The City's purpose in soliciting proposals is to determine and select the best qualified respondent with which to negotiate a contract at the best possible rate of return to the City. In order to accomplish this objective, the following evaluation criteria will be used:

- A. Qualifications, Experience, and Competence
- B. Proposed Method of Doing Work
- C. Revenue Proposal

Proposals will be reviewed by an Evaluation Review Committee, composed of City staff, using the above selection criteria. Each member of the Evaluation Committee will assign points to each criterion **based on the content of the respondent's proposal**. The committee will make a recommendation to the Director of Community services as to which Proposers are within the competitive range. Proposers within the competitive range will be notified should the City elect to conduct interviews.

EVALUATION AND POINTS ASSIGNED

An Evaluation Review Committee will review each proposal. The proposals will be evaluated in accordance with the following:

A. EXPERIENCE AND CAPABILITIES OF PROPOSER – 25%

The experience, professionalism and capability of the proposer to successfully show their ability to undertake this contract with the maximum financial return to the City. Client references, company history, customer (advertiser) feedback and individual sales rep. history will be considered.

B. WORK PLAN – 25%

The methodology and thought process of the work plan and response to the details of the RFP.

C. REVENUE PROPOSAL – 50%

The revenue proposal will be reviewed to determine the proposal that is in the best financial interest of the City.

ESTIMATED SCHEDULE

The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFP process as follows:

RFP released: October 26, 2016

Deadline for receiving questions: November 10, 2016

Proposals due: November 18, 2016, at 3:00pm (PST)

ORAL INTERVIEWS

Upon review of the proposals, one or more proposers may be invited to participate in oral interviews with the Director of Community Services and key staff members. The Director and/or her representatives shall have the right to conduct a cost/price analysis, to review and audit all business records and related documents of any and all Proposers (including any affiliate or parent company, partner, or joint venture member) to determine the fairness and reasonableness of the proposal, to contact any and all client references, and to conduct site visits and investigations. An interview and presentation may be required. The City also reserves the right to make the award under this RFP based upon the initial proposals submitted.

FINAL DETERMINATION BY CITY MANAGER

After the review, scoring, and interviews (if conducted) the Director of Community Services shall submit a recommendation for award of contract to the City Manager. After review of this recommendation, the City Manager shall have the discretion to: 1) award the Contract to the Proposer/Proposers whose proposal is most advantageous to the City, or 2) reject any and all proposals. The City Manager is not bound by the recommendation of the Evaluation Committee.

Negotiations will be conducted initially with the firm or individual determined to be the best qualified. The City reserves the right to reject any or all proposals if the requirements as set forth herein are not met or if the City staff deems a respondent unqualified based on the overall analysis of the criteria outlined above. The City also reserves the right to consider internal candidates and to create an internal position for the purpose of advertising sales if it is deemed in the City's best interest to do so.

PROTEST PROCEDURES

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

DEFINITIONS

The following terms as may be used in this section are defined below:

- "Proposal" refers to an offer or proposal as used in the context of this Request for Proposal.
- "Day" refers to working day of the CITY, as appropriate.
- "Date of Notification of Award" refers to the calendar date that the CITY either sends official notification by email or places in the U.S. Mail an official letter informing each submitting PROPOSERS which proposing firm, corporation, partnership or individual was awarded the Agreement.
- "File" or "Submit" refers to date of receipt by CITY of protest materials.
- "Interested Party" means actual or prospective PROPOSER whose direct economic interest would be affected by the award of Agreement or by failure to award Agreement.
- "Protester" refers to interested party filing a protest or appeal.
- "FTA" means Federal Transit Administration.

PROTEST PROCEDURES

Protest Prior to Proposal Opening Protests regarding any aspect of the attached materials and CITY selection procedures must be submitted in writing (via mail, email, or FAX) to the Director of Community Services, 2929 Tapo Canyon Road, Simi Valley, CA, 93063, (email: SBarwick@simivalley.org, with cc to SHernandez@simivalley.org), (fax: 805-583-7949), at least 10 calendar days prior to proposal deadline. The Director will respond to these protests within seven (7) calendar days of the protest receipt with an addendum to this RFP, by express mail, email and/or fax. This action completes the pre-opening administrative protest remedy at the CITY level.

Protests After Proposal Opening/Announcement of Award. Protest regarding the CITY'S proposed selection of PROPOSER, after proposal opening and/or after the date of notification of award, must be submitted in writing (via, email, or FAX) to the Director of Community Services, 2929 Tapo Canyon Road, Simi Valley, CA, 93063, (email: SBarwick@simivalley.org, with cc to SHernandez@simivalley.org), (fax: 805-583-7949), within five calendar days of City Manager approval. The Director will respond to these protests within seven (7) calendar days of protest receipt by email and/or fax. This action completes the opening/award announcement administrative protest remedy at the CITY level.

Under certain limited circumstances, and after the protester has exhausted all administrative protest remedies made available at the CITY level, an interested party may protest to the Federal Transit Administration (FTA) the award of a contract pursuant to an FTA grant. The deadline for submitting protests for FTA prior to proposal opening is within two calendar days of City response to protests submitted prior to proposal opening. The deadline for submitting protest to FTA after opening/announcement of award is within five (5) calendar days of City response to protests submitted after City Manager approval.

FTA's review of any protest will be limited to:

- (1) Violations of Federal law or regulations. Violations of State or local law shall be under the jurisdiction of State or local authorities.
- (2) Violation of CITY'S protest procedures or CITY'S failure to review a complaint or protest.

The protest filed with FTA shall:

- (1) Include the name and address of the protester.
- (2) Identify CITY as the party responsible for the RFP process.
- (3) Contain a statement of the grounds for protest and any supporting documentation (The grounds for protest filed with FTA must be fully supported to the extent feasible. Additional materials in support of an initial protest will only be considered if authorized by the FTA regulations.)
- (4) Include a copy of the protest filed with CITY, and a copy of CITY'S decision, if any.
- (5) Indicate the ruling or relief desired from FTA.

Such protest should be sent to:

FTA Region IX
San Francisco Federal Building
90, 7th Street
Suite 15-300
San Francisco, CA 94103

Phone: (202) 385-2100

A copy of such protest should also be sent to the Director of Community Services for the CITY.

PROPOSAL TERMS AND CONDITIONS

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

Requirement to Meet All Request for Proposals Provisions - Each proposer shall meet all of the workscope/specifications and Request for Proposals Terms and Conditions. By virtue of the proposal submission, the proposer acknowledges agreement with and acceptance of all provisions of the workscope/specifications except as expressly qualified in the proposal. Nonsubstantial deviations may be considered provided that the proposer submits a full description and explanation of and justification for the proposed deviations. Whether any proposed deviation is acceptable will be determined by the City of Simi Valley in its sole discretion.

Communications Regarding Proposal - All timely requests (timely requests are those which the City, in its sole judgement, can reasonably respond to before the proposal submittal deadline) for information submitted in writing will receive a written response from the City. Telephone communications with City staff is not encouraged but will be permitted. However, any such verbal communication shall not be binding on the City.

Proposal Submission - Each proposal must be submitted as described in the Scope of Services. One (1) complete original, and four (4) complete copies shall be enclosed in sealed envelopes and addressed to the City of Simi Valley, Attention: Sommer Barwick, Director, Department of Community Services, 2929 Tapo Canyon Road, Simi Valley, CA 93063. The proposal shall be clearly labeled with the proposal title, name of proposer, and date and time proposals are due. If proposal is delivered to the City via express delivery or other priority mail service, the above information must also be included on the outside shipment envelope.

Submission of One Proposal Only - No individual, or business entity of any kind shall be allowed to make or file or to be interested in more than one proposal, except an alternative proposal when specifically requested. However, an individual who has quoted prices on materials to a firm submitting a proposal is not thereby disqualified from quoting prices to other firms submitting proposals.

Proposal Withdrawal - Proposers may withdraw their proposal without prejudice prior to the time specified as the due date by submitting a written request to the Director of Community Services for its withdrawal. If this occurs, the proposal will be returned to the proposer unopened. No proposal received after the time specified or at any place other than the place stated in the Request for Proposals will be considered.

Proposal Retention and Award - The City reserves the right to retain all proposals for a period of 120 days for examination and comparison. The City also reserves the right to determine and waive nonsubstantial irregularities in any proposal, to reject any or all proposals, to reject one part of a proposal and accept the other, except to the extent that the proposals are qualified by specific limitations, and to make award as the interest of the City may require based on the criteria identified in this Request for Proposals.

Contract Requirement - The proposer to whom award is made shall execute a written contract with the City within ten (10) calendar days after notice of the award has been sent by mail to the address given in the proposal or within ten (10) calendar days after receipt by proposer of verbal communication of the intent to award, whichever occurs first. The Contract shall be made in the form adopted by the City and incorporated in these specifications. The proposer warrants that proposer possesses, or has arranged through subcontracts, all capital and other equipment, labor and materials to carry out and complete the work hereunder in compliance with all Federal, State, County, City and Special District Laws, Ordinances, and Regulations which are applicable; and further, proposer shall comply with all Federal, State, County, City and Special District Laws, Ordinances, and Regulations which are applicable.

Failure to Accept Contract - If upon notification of intent to award the proposal by the City, the proposer fails to enter into the Contract within the specified time period, the pending award will be annulled. An award may be made to the next most qualified proposer who shall fulfill every term and condition of the Request for Proposals.

Business Tax - The City's Business Tax Ordinance requires that a Business Tax Receipt be obtained before any business, trade, profession, enterprise, establishment, occupation, or calling is conducted within the City. The amount of the tax is based on gross receipts resulting from business conducted in the City of Simi Valley and is required to be paid when business is conducted in the City even though the principal location of the business may be outside of the City or a Business Tax Receipt has been issued to them by another city. Issuance of a Business Tax Receipt is only evidence of the fact that the tax has been paid. It does not sanction or approve any operation not otherwise permitted. The City will verify that the proposer has a valid City of Simi Valley Business Tax Receipt prior to the execution of the Contract. Additional information regarding the City's Business Tax program may be obtained by calling (805) 583-6736.

Recycled Purchase Requirement - Proposers are hereby notified that pursuant to the provisions of Sections 22150 – 22154 of the California Public Contract Code the City is required to purchase recycled products as defined in Section 12200 of the same Code if the product fitness and quality are equal to the non-recycled product and available at the same or a lesser total cost than non-recycled items. Proposers shall offer products and prices to the City that meet these requirements.

Submission of References - Each proposer shall submit a statement of qualifications and references on the form provided in the Request for Proposals package.

Insurance - The Contractor shall meet the following provisions (Sections 1 through 7) relating to insurance coverages.

1. General Conditions - Without limiting the Contractor's indemnification of City, Contractor shall provide and maintain at its own expense the insurance listed under Section 7 (Evidence of Coverages) covering its operations, subject to the following conditions:
 - a) The City, its Boards, Officers, Agents, and Employees shall be included as additional insureds in all liability insurance policies and endorsements thereto except for Workers' Compensation and Professional Errors and Omissions. The City shall be named Loss Payee as its interest may appear in all property insurance.

- b) Such insurance shall be primary with respect to any insurance maintained by City and shall not call on City's insurance for contributions.
 - c) With respect to the interests of the City, the Contractor's insurance shall not be canceled nor reduced in coverage or limits until after thirty (30) days written notice shall have been sent by certified mail (return receipt requested) to Sommer Barwick, Director, Department of Community Services, 2929 Tapo Canyon Road, Simi Valley, California 93063, and shall contain an unequivocal clause so stating.
 - d) A City approved endorsement or certified copy of insurance policy providing coverage shall be submitted to and approved by the City's Risk Manager prior to commencement of any work or tenancy.
2. Workers' Compensation - The Contractor shall procure and maintain, during the life of the Contract, workers' compensation insurance or a valid certificate of consent to self-insure for all its employees engaged on or at the site of the project. In case any of the work is sublet, the Contractor shall require all subcontractors to similarly provide workers' compensation insurance for all the latter's employees unless such employees are covered by protection afforded by workers' compensation insurance carried by the Contractor.

By submitting a proposal pursuant to these specifications, Contractor hereby certifies that it is aware of the provisions of Section 3700 et seq., of the Labor Code which require every employer to be insured against liability for Workers' Compensation.

3. Aggregate Limits/Blanket Coverage - If any of the required insurance coverages contain aggregate limits or apply to other operations or tenancy of the Contractor outside these specifications, Contractor shall give City prompt, written notice of any incident, occurrence, claim, settlement, or judgement against that insurance which may diminish the protection that such insurance affords the City. Contractor shall further take immediate steps restoring such aggregate limits or shall provide other insurance protection for such aggregate limits.
4. Modification of Coverage - The City reserves the right at any time during the term of any contract executed with the Contractor pursuant to these specifications (Contract) to change the amounts and types of insurance required hereunder by giving Contractor ninety (90) days written notice. If such change should result in a premium increase in excess of ten percent (10%) to Contractor, City agrees to negotiate additional compensation proportional to the increased benefit to the City.
5. Failure to Procure or Maintain Insurance - Contractor's failure to procure or maintain required insurance program shall constitute a material breach of Contract under which the City may immediately terminate the Contract or, at its discretion, procure or renew such insurance to protect the City's interests and pay any and all premiums in connection therewith, and recover all monies so paid from Contractor, or deduct all monies so paid from payments due Contractor.
6. Underlying Insurance - Contractor shall be responsible for requiring indemnification and insurance from its employees receiving mileage allowance, consultants, agents, and subcontractors, if any, to protect the Contractor's and the City's interests, and for ensuring that such persons comply with any

applicable insurance statutes. Contractor is encouraged to seek professional advice in this regard.

7. Evidence of Coverages - Evidence of coverages (as identified below) having as a minimum the limits shown must be submitted and approved prior to commencement of work or any tenancy. Amounts shown are Combined Single Limit (CSL). Split limits may be substituted if the total per occurrence equals or exceeds the CSL amount.

<u>Description</u>	<u>Limits</u>
<u>X</u> Workers' Compensation	Statutory
(x) Employer's Liability	<u>\$500,000</u>
(x) Waiver of Subrogation	
<u>X</u> General	
Liability (must be written on an Occurrence Form)	<u>\$1,000,000</u>
(x) Premises and Operations	
(x) Contractual Liability	
(x) Independent Contractors	
(x) Products/Completed Operations	
(x) Broad Form Property Damage	
(x) Personal Injury	
(x) Broad Form Liability Endorsement	
<u>X</u> Automobile Liability (must be written on an Occurrence Form)	<u>\$1,000,000</u>
(x) Owned Automobiles	
(x) Nonowned/Hired Automobiles	
() Garagekeeper's Legal Liability	

REQUIRED
FTA THIRD-PARTY CONTRACT CLAUSES

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

This project may be financed by funds from the Federal Transit Administration (FTA). Accordingly, the following third-party contract clauses are applicable to all contracts. Federal requirements apply to this contract and if those requirements change then the most recent requirements shall apply to the project as required.

By signing and including the Summary Proposal Submission form with proposal, PROPOSER certifies that they have read, understand and will comply with the Federal contract requirements identified below.

1. **Fly America Requirements:**

The Contractor agrees to comply with 49 U.S.C. 40118 (the "Fly America" Act) in accordance with the General Services Administration's regulations at 41 CFR Part 301-10, which provide that recipients and sub-recipients of Federal funds and their contractors are required to use U.S. Flag air carriers for U.S Government-financed international air travel and transportation of their personal effects or property, to the extent such service is available, unless travel by foreign air carrier is a matter of necessity, as defined by the Fly America Act. The Contractor shall submit, if a foreign air carrier was used, an appropriate certification or memorandum adequately explaining why service by a U.S. flag air carrier was not available or why it was necessary to use a foreign air carrier and shall, in any event, provide a certificate of compliance with the Fly America requirements. The Contractor agrees to include the requirements of this section in all subcontracts that may involve international air transportation

2. **Energy Conservation:**

The contractor agrees to comply with mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

3. **Clean Water:**

- (1) The Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq. The Contractor agrees to report each violation to the Purchaser and understands and agrees that the Purchaser will, in turn, report each violation as required to assure notification to FTA and the appropriate EPA Regional Office.
- (2) The Contractor also agrees to include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with Federal assistance provided by FTA.

4. **Lobbying:**

Byrd Anti-Lobbying Amendment, 31 U.S.C. 1352, as amended by the Lobbying Disclosure Act of 1995, P.L. 104-65 [to be codified at 2 U.S.C. § 1601, et seq.] - Contractors who apply or submit a proposal for an award of \$100,000 or more shall file the certification required by 49 CFR part 20, "New Restrictions on Lobbying." Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose the name of any registrant under the Lobbying Disclosure Act of 1995 who has made lobbying contacts on its behalf with non-Federal funds with respect to that Federal contract, grant or award covered by 31 U.S.C. 1352. Such disclosures are forwarded from tier to tier up to the recipient.

5. **Access to Records and Reports:**

The following access to records requirements apply to this Contract:

Where the Purchaser is not a State but a local government and is the FTA Recipient or a sub-grantee of the FTA Recipient in accordance with 49 C. F. R. 18.36(i), the Contractor agrees to provide the Purchaser, the FTA Administrator, the Comptroller General of the United States or any of their authorized representatives access to any books, documents, papers and records of the Contractor which are directly pertinent to this contract for the purposes of making audits, examinations, excerpts and transcriptions. Contractor also agrees, pursuant to 49 C. F. R. 633.17 to provide the FTA Administrator or his authorized representatives including any PMO Contractor access to Contractor's records and construction sites pertaining to a major capital project, defined at 49 U.S.C. 5302(a)1, which is receiving federal financial assistance through the programs described at 49 U.S.C. 5307, 5309 or 5311.

The Contractor agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed.

The Contractor agrees to maintain all books, records, accounts and reports required under this contract for a period of not less than three years after the date of termination or expiration of this contract, except in the event of litigation or settlement of claims arising from the performance of this contract, in which case Contractor agrees to maintain same until the Purchaser, the FTA Administrator, the Comptroller General, or any of their duly authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto. Reference 49 CFR 18.39(i)(11)

6. **Federal Changes:**

The Contractor shall at all times comply with all applicable FTA regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the grant agreements between the City of Simi Valley and FTA, as they may be amended or promulgated from time to time during the term of this Contract. Failure by the Contractor to so comply shall constitute a material breach of this Contract.

7. **Clean Air:**

- (1) The Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. §§ 7401 et seq. The Contractor agrees to report each violation to the Purchaser and understands and agrees that the Purchaser will, in turn, report each violation as required to assure notification to FTA and the appropriate EPA Regional Office.
- (2) The Contractor also agrees to include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with Federal assistance provided by FTA.

8. **No Government Obligations to Third Parties:**

The City of Simi Valley and the Contractor acknowledge and agree that, notwithstanding any occurrence by the Federal Government in or approval of this solicitation or award of this Contract, absent the express written consent by the Federal Government, the Federal Government is not a party to this Contract and shall not be subject to any obligations or liabilities to the City of Simi Valley, the Contractor, or any other party (whether or not a party to this Contract) pertaining to any matter resulting from this Contract.

The Contractor agrees to include the above clause in each subcontract financed in whole or part with Federal assistance provided by the Federal Transit Administration (FTA). It is further agreed that the clause shall not be modified, except to identify the subcontractor who will be subject to its provisions.

9. **Program Fraud and False or Fraudulent Statements and Related Acts:**

The Contractor acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 U.S.C. § 3801 et seq. and U.S. Department of Transportation (DOT) regulations, "Program Fraud Civil Remedies," 49 C.F.R. Part 31, apply to its actions pertaining to this Contract. Upon execution of this Contract, the Contractor certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to be made, pertaining to this Contract or the FTA assisted project for which this Contract work is being performed. In addition to other penalties that may be applicable, the Contractor further acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification, the Federal Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act of 1986 on the Contractor to the extent the Federal Government deems appropriate.

The Contractor also acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification to the Federal Government under a contract connected with a project that is financed in whole or in part with Federal assistance originally awarded by FTA under the authority of 49 U.S.C. § 5307, the Government reserves the right to impose the penalties of 18 U.S.C. § 1001 and 49 U.S.C. § 5307(n)(1) on the Contractor, to the extent the Federal Government deems appropriate.

The Contractor agrees to include the above two clauses in each subcontract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clauses shall not be modified, except to identify the Subcontractor who will be subject to the provisions.

10. **Termination:**

- (1) **Termination for Convenience (General Provision)** The City may terminate this contract, in whole or in part, at any time by written notice to the Contractor when it is in the Government's best interest. The Contractor shall be paid its costs, including contract close-out costs, and profit on work performed up to the time of termination. The Contractor shall promptly submit its termination claim to City to be paid the Contractor. If the Contractor has any property in its possession belonging to the City, the Contractor will account for the same, and dispose of it in the manner the City directs.
- (2) **Termination for Default [Breach or Cause] (General Provision)** If the Contractor does not deliver supplies in accordance with the contract delivery schedule, or, if the contract is for services, the Contractor fails to perform in the manner called for in the contract, or if the Contractor fails to comply with any other provisions of the contract, the City may terminate this contract for default. Termination shall be effected by serving a notice of termination on the contractor setting forth the manner in which the Contractor is in default. The contractor will only be paid the contract price for supplies delivered and accepted, or services performed in accordance with the manner of performance set forth in the contract.

If it is later determined by the City that the Contractor had an excusable reason for not performing, such as a strike, fire, or flood, events which are not the fault of or are beyond the control of the Contractor, the City, after setting up a new delivery or performance schedule, may allow the Contractor to continue work, or treat the termination as a termination for convenience.

- (3) **Opportunity to Cure (General Provision)** The City in its sole discretion may, in the case of a termination for breach or default, allow the Contractor [an appropriately short period of time] in which to cure the defect. In such case, the notice of termination will state the time period in which cure is permitted and other appropriate conditions

If Contractor fails to remedy to the City's satisfaction the breach or default of any of the terms, covenants, or conditions of this Contract within ten (10) days after receipt by Contractor of written notice from the City setting forth the nature of said breach or default, the City shall have the right to terminate the Contract without any further obligation to Contractor. Any such termination for default shall not in any way operate to preclude the City from also pursuing all available remedies against Contractor and its sureties for said breach or default.

- (4) **Waiver of Remedies for any Breach** In the event that the City elects to waive its remedies for any breach by Contractor of any covenant, term or condition of this Contract, such waiver by the City shall not limit the City's remedies for any succeeding breach of that or of any other term, covenant, or condition of this Contract.

11. **Government-wide Debarment and Suspension:**

This contract is a covered transaction for purposes of 49 CFR Part 29. As such, the contractor is required to verify that none of the contractor, its principals, as defined

at 49 CFR 29.995, or affiliates, as defined at 49 CFR 29.905, are excluded or disqualified as defined at 49 CFR 29.940 and 29.945.

The contractor is required to comply with 49 CFR 29, Subpart C and must include the requirement to comply with 49 CFR 29, Subpart C in any lower tier covered transaction it enters into.

By signing and submitting its bid or proposal, the bidder or proposer certifies as follows:

The certification in this clause is a material representation of fact relied upon by the City of Simi Valley. If it is later determined that the bidder or proposer knowingly rendered an erroneous certification, in addition to remedies available to the City of Simi Valley, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment. The bidder or proposer agrees to comply with the requirements of 49 CFR 29, Subpart C while this offer is valid and throughout the period of any contract that may arise from this offer. The bidder or proposer further agrees to include a provision requiring such compliance in its lower tier covered transactions.

12. **Civil Rights Requirements:**

The following requirements apply to the underlying contract:

- (1) *Nondiscrimination* - In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees that it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, age, or disability. In addition, the Contractor agrees to comply with applicable Federal implementing regulations and other implementing requirements FTA may issue.
- (2) *Equal Employment Opportunity* - The following equal employment opportunity requirements apply to the underlying contract:
 - a. *Race, Color, Creed, National Origin, Sex* - In accordance with Title VII of the Civil Rights Act, as amended, 42 U.S.C. § 2000e, and Federal transit laws at 49 U.S.C. § 5332, the Contractor agrees to comply with all applicable equal employment opportunity requirements of U.S. Department of Labor (U.S. DOL) regulations, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," 41 C.F.R. Parts 60 et seq., (which implement Executive Order No. 11246, "Equal Employment Opportunity," as amended by Executive Order No. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," 42 U.S.C. § 2000e note), and with any applicable Federal statutes, executive orders, regulations, and Federal policies that may in the future affect construction activities undertaken in the course of the Project. The Contractor agrees to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, creed, national origin, sex, or

age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

- b. *Age* - In accordance with section 4 of the Age Discrimination in Employment Act of 1967, as amended, 29 U.S.C. § § 623 and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees to refrain from discrimination against present and prospective employees for reason of age. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.
- c. *Disabilities* - In accordance with section 102 of the Americans with Disabilities Act, as amended, 42 U.S.C. § 12112, the Contractor agrees that it will comply with the requirements of U.S. Equal Employment Opportunity Commission, "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 C.F.R. Part 1630, pertaining to employment of persons with disabilities. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

- (3) The Contractor also agrees to include these requirements in each subcontract financed in whole or in part with Federal assistance provided by FTA, modified only if necessary to identify the affected parties.

13. Breaches and Dispute Resolution

Disputes – Disputes arising in the performance of this Contract which are not resolved by agreement of the parties shall be decided in writing by the authorized representative of City of Simi Valley's Department of Community Services. This decision shall be final and conclusive unless within ten (10) days from the date of receipt of its copy, the Contractor mails or otherwise furnishes a written appeal to the Director of Community Services. In connection with any such appeal, the Contractor shall be afforded an opportunity to be heard and to offer evidence in support of its position. The decision of the Director of Community Services shall be binding upon the Contractor and the Contractor shall abide by the decision.

Performance During Dispute - Unless otherwise directed by the City of Simi Valley, Contractor shall continue performance under this Contract while matters in dispute are being resolved.

Claims for Damages – Should either party to the Contract suffer injury or damage to person or property because of any act or omission of the party or of any of his employees, agents or others for whose acts he is legally liable, a claim for damages therefor shall be made in writing to such other party within a reasonable time after the first observance of such injury or damage.

Remedies – Unless this contract provides otherwise, all claims, counterclaims, disputes and other matters in question between the City of Simi Valley and the Contractor arising out of or

relating to this agreement or its breach will be decided by arbitration if the parties mutually agree, or in a court of competent jurisdiction within the State in which the City of Simi Valley is located.

Rights and Remedies – The duties and obligations imposed by the Contract Documents and the rights and remedies available thereunder shall be in addition to and not a limitation of any duties, obligations, rights and remedies otherwise imposed or available by law. No action or failure to act by the City of Simi Valley, (Architect) or Contractor shall constitute a waiver of any right or duty afforded any of them under the Contract, nor shall any such action or failure to act constitute an approval of or acquiescence in any breach thereunder, except as may be specifically agreed in writing

14. Disadvantaged Business Enterprises (DBEs):

- (1) This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs. The national goal for participation of Disadvantaged Business Enterprises (DBE) is 10%. The agency's overall goal for DBE participation is in development. A separate contract goal has not been established for this procurement.
- (2) The contractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of this DOT-assisted contract. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as City of Simi Valley deems appropriate. Each subcontract the contractor signs with a subcontractor must include the assurance in this paragraph (see 49 CFR 26.13(b)).
- (3) The contractor is required to pay its subcontractors performing work related to this contract for satisfactory performance of that work no later than 30 days after the contractor's receipt of payment for that work from the City of Simi Valley. In addition, the contractor is required to return any retainage payments to those subcontractors within 30 days after incremental acceptance of the subcontractor's work by the City of Simi Valley and contractor's receipt of the partial retainage payment related to the subcontractor's work.
- (4) The contractor must promptly notify City of Simi Valley, whenever a DBE subcontractor performing work related to this contract is terminated or fails to complete its work, and must make good faith efforts to engage another DBE subcontractor to perform at least the same amount of work. The contractor may not terminate any DBE subcontractor and perform that work through its own forces or those of an affiliate without prior written consent of City of Simi Valley.

15. Incorporation of Federal Transit Administration (FTA) Terms:

The preceding provisions include, in part, certain Standard Terms and Conditions required by the U.S. Department of Transportation (DOT), whether or not expressly set forth in the preceding provisions. All contractual provisions required by the DOT, as set forth in FTA

Circular 4220.1F, are hereby incorporated by reference. Anything to the contrary herein notwithstanding, all FTA mandated terms shall be deemed to control in the event of a conflict with other provisions contained in this Agreement. The Contractor shall not perform any act, fail to perform any act, or refuse to comply with any requests of the City of Simi Valley, which would cause the City of Simi Valley to be in violation of the FTA terms and conditions.

These Federal contract requirements will be included as an Exhibit in any contract resulting from this RFP process.

SUMMARY PROPOSAL SUBMISSION FORMS AND RELATED DOCUMENTS

(THIS SPACE INTENTIONALLY LEFT BLANK)

SUMMARY PROPOSAL SUBMISSION FORM

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

Dated: _____

TO: Sommer Barwick, Director
Department of Community Services
City of Simi Valley
2929 Tapo Canyon Road
Simi Valley, CA 93063

Proposer is to complete this Summary Proposal form in compliance with the Scope of Services provided within this Request for Proposals (RFP).

The undersigned declares that he or she has carefully examined Specification No. CST 2016-01 accompanying the RFP and is thoroughly familiar with the contents thereof; is authorized to represent the proposing firm; and proposes to provide services in accordance with the specification referenced above.

REVENUE PROPOSAL FOR TRANSIT ADVERTISING

A. Proposers are to present their **Revenue Proposal** in the following format:

Share of Revenue:

____% of Gross Collections payable to the **CITY** in FY 2016/2017

____% of Gross Collections payable to the **CITY** in FY 2017/2018

____% of Gross Collections payable to the **CITY** in FY 2018/2019

____% of Gross Collections payable to the **CITY** in FY 2019/2020

Option Years:

____% of Gross Collections payable to the **CITY** in FY 2020/2021

____% of Gross Collections payable to the **CITY** in FY 2021/2022

____% of Gross Collections payable to the **CITY** in FY 2022/2023

B. Describe Bonus Structure proposed, if applicable:

Summary Proposal Submission form continued on next page

Summary Proposal Submission form page 2.

C. Breakdown of Service Charges:

Please provide detail of cost for advertising management services (Can be provided on a separate page)

D. FTA Third Party Contract Clause Certification:

By signing below, PROPOSER certifies that they have read, understand and will comply with the Federal contract requirements identified in the FTA Third Party Contract Clauses included within the scope of this RFP and which will be included as an Exhibit in any contract resulting from this RFP process.

Signature of Authorized Proposer

Title

Signature of Authorized Proposer

Title

Firm Name: _____ Phone No: _____

Address: _____

STATEMENT OF PROPOSER'S QUALIFICATIONS AND REFERENCES

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

The proposer is required to state the proposer's financial ability and a general description of similar work performed.

Number of years engaged in providing the work included within the scope of the specifications under the present business name: _____.

List and describe fully the last three contracts performed by your firm, which demonstrate your ability to complete the work included with the scope of the specifications. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

Reference No. 1

Customer Name: _____
Contact Individual: _____ Phone No. _____
Address: _____
Contract Amount: _____ Year: _____
Description of work done: _____

Reference No. 2

Customer Name: _____
Contact Individual: _____ Phone No. _____
Address: _____
Contract Amount: _____ Year: _____
Description of work done: _____

Reference No. 3

Customer Name: _____
Contact Individual: _____ Phone No. _____
Address: _____
Contract Amount: _____ Year: _____
Description of work done: _____

WORKER'S COMPENSATION INSURANCE CERTIFICATE

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S:
FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

Section 1860 and 1861 of the California Labor Code require every contractor to whom a public works contract is awarded to sign and file with the awarding body the following statement:

“I am aware of the Provisions of Section 3700 of the Labor Code which requires every employer to be insured against liability for Worker’s Compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this Contract.”

By _____

Date: _____

Title _____

By _____

Date: _____

Title _____

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S:
FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

AUTOMOBILE LIABILITY SPECIAL ENDORSEMENT

• SPECIFICATION NO. CST 2016-01 •

ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S:
FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS, AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

GENERAL LIABILITY SPECIAL ENDORSEMENT



NO PROPOSAL QUESTIONNAIRE

Dear Prospective Vendor:

If you choose not to submit a proposal, please complete the questionnaire below and return it by the proposal opening date. Your assistance in helping us update our proposers lists and to analyze no proposal rationale is very much appreciated. Thank you.

Sommer Barwick, Director
Department of Community Services
• SPECIFICATION NO. CST 2016-01 •

A no proposal is submitted in reply to the City of Simi Valley Request for Proposals for **Advertising Services for the City of Simi Valley Transit Division's: Fixed-Route and Paratransit Vehicles, Bus Shelters, Bus Stops, and Various Transit Related Properties and Publications** dated October 26, 2016, for the following reasons:

Item or Service not supplied by our company.

Past experience with City of Simi Valley (give specifics, e.g., payment delay, proposal process, administrative problems, etc.)

Insufficient time allowed to prepare and respond to proposal request.

Proposal requirement too large _____ or too small _____ for our company.

Priority of other business opportunities limit time/other resources available to deliver or perform according to proposal specifications.



NO PROPOSAL QUESTIONNAIRE CONTINUED

• SPECIFICATION NO. CST 2016-01 •

Other reason(s), please specify.

Thank you again for your assistance.

CONTRACT

CONTRACT BETWEEN THE CITY OF SIMI VALLEY AND _____ FOR PUBLIC ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

THIS CONTRACT is made and entered into in the City of Simi Valley on this _____ day of _____ 2016, by and between the CITY OF SIMI VALLEY, a municipal corporation, hereinafter referred to as CITY, and _____, a (type of business entity), hereinafter referred to as CONTRACTOR.

RECITALS

WHEREAS, on October 26, 2016, CITY invited proposals for the sales of advertising on CITY Transit vehicles, Bus Shelters, Bus Stops, and various Transit related properties and publications per Specification No. CST 2016-01; and

WHEREAS, pursuant to the proposal invitation, CONTRACTOR submitted a proposal which was accepted by CITY for the services.

NOW, THEREFORE, in consideration of their mutual promises, obligations and covenants hereinafter contained, the parties hereto agree as follows:

AGREEMENT

1. **Recitals.** The foregoing recitals are true and correct and are a part of this CONTRACT.

2. **Term.** The term of this CONTRACT shall be a three year term, from the date this CONTRACT is made and entered, as first written above. The Department of Community Services/Transit shall conduct a performance review approximately sixty (60) days prior to the expiration date of the CONTRACT. Should it be determined that the CONTRACTOR has successfully executed the performance standards contained in this CONTRACT, the CITY may, subject to approval by the City Manager, choose to extend the term of this CONTRACT up to an additional one (1) three (3) year period to commence on the expiration of this CONTRACT.

3. **Description of Services.** This CONTRACT is for the sales of advertising on CITY Transit vehicles, Bus Shelters, Bus Stops, and various Transit related properties and publications of the City of Simi Valley/Transit service. CONTRACTOR agrees to supply the services more specifically set forth in the "Proposal Specifications" attached hereto and incorporated herein as Exhibit "A".

4. **Compensation.** Compensation to be paid to the CITY by the CONTRACTOR shall be in accordance with the Summary Proposal Submission Form set forth in Exhibit "B", which is attached hereto and incorporated herein by reference. The

compensation due to the CITY will be ___% of the Gross invoices issued from the CONTRACTOR to their clients for advertising services.

CONTRACTOR will have the option during the course of the agreement to install additional advertising shelters at locations mutually agreed upon by the CONTRACTOR and the CITY. Equipment, installation and maintenance costs shall be the responsibility of the CONTRACTOR and all shelters will conform to the CITY standards. The amount paid to the CITY for any additional shelters installed by the CONTRACTOR will be ___% of advertising revenue.

5. **CONTRACTOR Representations and Obligations.**

A. CONTRACTOR shall perform as required by this CONTRACT. CONTRACTOR also warrants on behalf of itself and all subcontractors engaged for the performance of this CONTRACT that only persons authorized to work in the United States pursuant to the Immigration Reform and Control Act of 1986 and other applicable laws shall be employed in the performance of the work hereunder.

B. CONTRACTOR shall obey all Federal, State, local, and special district laws, ordinances, and regulations.

C. CONTRACTOR shall indemnify, defend, and hold CITY harmless from any claim that prevailing wages should have been paid pursuant to this CONTRACT, including federal prevailing wage requirements under the Davis-Bacon Act, if applicable and shall be liable for the payment of same and any penalties thereon.

D. CONTRACTOR shall abide by the CITY'S Business Tax Ordinance, of which proof of payment must be obtained prior to performance of this CONTRACT. CONTRACTOR shall maintain a valid Business Tax Certificate for the term of the CONTRACT.

6. **Audit.**

A. At any time during normal business hours and as often as the CITY may deem necessary, CONTRACTOR shall make available to CITY for inspection its records pertaining to this CONTRACT. CONTRACTOR shall permit CITY to audit, examine and/or reproduce such records. CONTRACTOR will retain such financial records, time sheets, work progress reports, invoices, bills and project records for at least three (3) years after termination or final payment under this CONTRACT. This paragraph shall survive for three (3) years after termination of this CONTRACT.

B. CITY shall have the option of inspecting and/or auditing all records and other written materials used by CONTRACTOR in preparing its statements to CITY detailing revenue calculations.

7. **Hold Harmless and Indemnification.** CONTRACTOR shall defend, indemnify, and hold harmless CITY, its agents, officials, officers, representatives, and employees, from and against all claims, lawsuits, liabilities or damages of whatever nature arising out of or in connection with, or relating in any manner to any act or omission of CONTRACTOR, its agents, employees, and subcontractors, and employees thereof, pursuant to the performance or non-performance of this CONTRACT. The CONTRACTOR shall thoroughly investigate any and all claims and indemnify the CITY and do whatever is

necessary to protect the CITY, its agents, officials, officers, representatives, and employees as to any such claims, lawsuits, liabilities, expenses, or damages arising out of this CONTRACT. The CITY shall be included as an Additional Insured in the automobile/liability insurance policies and endorsements of the CONTRACTOR. The CONTRACTOR must select an attorney acceptable to the CITY who will defend such proceeding and the CITY will control any litigation thereof. Such approval by the CITY will not be unreasonably withheld. This paragraph shall survive the termination of this CONTRACT.

8. **Amendments.** Any amendments, modifications, or variations from the provisions of this CONTRACT shall be in writing and shall be effective only upon mutual written approval by the Director of Community Services and CONTRACTOR except that any changes to the CONTRACT revenue percentage and term of the CONTRACT shall be effective only upon mutual written approval by the City Manager or his designee, and CONTRACTOR.

9. **Anti-Discrimination.** In the performance of the terms of this CONTRACT, CONTRACTOR shall not engage in, nor permit subcontractors to engage in, discrimination in employment of persons because of the age, race, color, religious creed, sex, sexual orientation, national origin, ancestry, physical disability, mental disability, medical condition, or marital status of such persons. Violation of this provision may result in the imposition of penalties referred to in Labor Code Section 1735.

10. **Termination.** If, during the term of this CONTRACT, CITY determines that CONTRACTOR is not faithfully abiding by any term or condition contained herein, CITY may notify CONTRACTOR in writing of such defect or failure to perform. The notice must give to the CONTRACTOR a ten (10) day period of time thereafter in which to perform the work or cure the deficiency. If CONTRACTOR has not performed the work or cured said deficiency within the ten (10) days specified in the notice or if the CONTRACTOR becomes insolvent or is declared bankrupt or commits any act of bankruptcy or insolvency or makes an assignment for the benefit of creditors, such failure shall constitute a breach of this CONTRACT, and CITY may terminate this CONTRACT immediately by written notice to CONTRACTOR. Upon the expiration or termination of CONTRACT, except for a termination for convenience as described below, CONTRACTOR will assign and transfer to the City all contracts for advertising. Said contracts will then become the property of the City. Thereafter, neither party shall have any further duties, obligations, responsibilities, or rights under this CONTRACT. **Termination for Convenience:** CITY may terminate this CONTRACT, in whole or in part, at any time by written notice to the CONTRACTOR when it is in the Government's best interest. The CONTRACTOR shall be liable to the CITY only for the percentage of revenue accrued by the CITY and CONTRACTOR. The Contractor shall be paid its costs, including contract close-out costs, and profit on work performed up to the time of termination. The Contractor shall promptly submit its termination claim to City to be paid. In no event, however, shall CONTRACTOR be entitled to receive in excess of the CONTRACT amount.

11. **Complete CONTRACT.** This CONTRACT and its accompanying exhibits shall constitute the complete CONTRACT between the parties hereto. No verbal agreement, understanding, or representation not reduced to writing and specifically incorporated herein shall be of any force or effect, nor shall any such verbal agreement, understanding, or representation be binding upon the parties hereto.

12. **Time of Performance.** Time is of the essence in this CONTRACT.

13. **Insurance.** CONTRACTOR shall, at CONTRACTOR'S sole cost and expense, provide insurance as contained in the "Insurance Requirements" attached hereto and incorporated herein as Exhibit "C", incorporated herein. CONTRACTOR shall not commence work on the Services to be performed, until it submits proof of all insurance coverage as required.

14. **Third Party Contract Clauses.** As the CONTRACTOR'S services will be financed by funds from the Federal Transit Administration, CONTRACTOR is required to comply with the Third-Party Contract clauses, attached hereto and incorporated herein as Exhibit "D".

15. **Ownership of Reports and Data.** The originals of all studies, reports, exhibits, documents, data, and other work or materials prepared for, or used to comply with any term of this CONTRACT, plus any copies of same required by this CONTRACT to be furnished to the CITY by any of the other party(ies) with whom the CONTRACTOR may have contract(s) pertaining to this project, shall be deemed to be public records open to inspection by the public and, as such, to be and remain the property of the CITY.

16. **Transit Advertising Policy.** CONTRACTOR must ensure that all advertising adheres to the CITY'S approved Transit Advertising Policy, attached hereto and incorporated herein as Exhibit "E".

17. **Conflict of Interest.** Neither CONTRACTOR nor any employees, agents, or subcontractors of CONTRACTOR who will be assigned to this project, to the best of CONTRACTOR'S knowledge, own any property or interest in properties, business relationships, or sources of income which may be affected by the performance of this CONTRACT. Should one party hereto learn of any such interest, income source, or business relationship, such fact shall immediately be brought to the attention of the other party hereto. If the parties thereupon cannot mutually agree upon a means to eliminate the conflict, CITY may terminate the CONTRACT immediately for non-performance pursuant to Section 10 herein.

In accordance with California Government Code Section 87306, CONTRACTOR shall provide, if requested by CITY, a Conflict of Interest Statement, Form 700 no later than 30 days after execution of this CONTRACT, and annually thereafter prior to April 1st of each year for the duration of the CONTRACT. Failure to file any of the required statements will result in withholding payment for services rendered.

18. **Successors and Assigns.** The terms hereof shall be binding upon and inure to the benefit of the successors and assigns of the parties hereto; provided, however, that no party hereto shall assign any of the benefits and burdens hereunder, whether voluntarily or by operation of law, without the prior written consent of the other party, and any such assignment without said consent shall be void.

19. **Authority to Execute Contract.** Both CITY and CONTRACTOR do covenant that each individual executing this CONTRACT on behalf of each party is a person duly authorized and empowered to execute contracts for such party.

20. **Jurisdiction and Venue.** Jurisdiction is in an appropriate court in the State of California and venue lies in Ventura County, and the parties do not consent to arbitration. In the event of any dispute, each party shall bear its own fees and costs

(including attorneys' fees). This CONTRACT shall be governed by California law, without regard to conflict of law principles.

21. **Permits and Licenses.** CONTRACTOR, at its sole cost and expense, shall obtain and maintain during the term of this CONTRACT, all appropriate permits, licenses, and certificates that may be required in connection with the performance of this CONTRACT.

22. **Waivers.** The waiver by one Party of any term or condition of this CONTRACT, or any breach thereof, shall not be construed to be a general waiver by said Party or as a waiver of any other term or breach.

23. **Notices.** All written notices required by, or related to this CONTRACT shall be sent by Certified Mail, Return Receipt Requested, postage prepaid and addressed as listed below. Neither party to this CONTRACT shall refuse to accept such mail; the parties to this CONTRACT shall promptly inform the other party of any change of address. All notices required by this CONTRACT are effective on the day of receipt, unless otherwise indicated herein. The mailing address of each party to this CONTRACT is as follows:

CITY

Department of Community Services
City of Simi Valley
2929 Tapo Canyon Road
Simi Valley, CA 93063
Attn: Sommer Barwick, Director

CONTRACTOR _____

IN WITNESS WHEREOF, the parties hereto have caused this instrument to be executed the day and year first above written.

Attest:

City of Simi Valley, A Municipal Corporation

Ky Spangler, Deputy Director/City Clerk

By: _____
Eric J. Levitt, City Manager
City of Simi Valley, California

Approved as to Form:

Lonnie J. Eldridge, City Attorney

Approved as to Content:

Lonnie J. Eldridge, City Attorney

By: _____

Print Name: _____

Approved as to Content:

Title: _____

Connie Henes-Baird
Deputy Director/Support Services

By: _____

Print Name: _____

Sommer Barwick, Director
Department of Community Services

Title: _____

EXHIBIT "A"
• SPECIFICATION NO. CST 2016-01 •

PROPOSAL SPECIFICATIONS

CONTRACT BETWEEN THE CITY OF SIMI VALLEY
AND _____ FOR PUBLIC ADVERTISING SERVICES
FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE
AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

(The following space is reserved for the Exhibit details to be included in final contract.)

EXHIBIT "B"
• SPECIFICATION NO. CST 2016-01 •

SUMMARY PROPOSAL SUBMISSION FORM

CONTRACT BETWEEN THE CITY OF SIMI VALLEY
AND _____ FOR PUBLIC ADVERTISING SERVICES
FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE
AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

(The following space is reserved for the Exhibit details to be included in final contract.)

EXHIBIT "C"
• SPECIFICATION NO. CST 2016-01 •

INSURANCE REQUIREMENTS

CONTRACT BETWEEN THE CITY OF SIMI VALLEY
AND _____ FOR PUBLIC ADVERTISING SERVICES
FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE
AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

(The following space is reserved for the Exhibit details to be included in final contract.)

EXHIBIT "D"
• SPECIFICATION NO. CST 2016-01 •

REQUIRED FTA THIRD PARTY CLAUSES

CONTRACT BETWEEN THE CITY OF SIMI VALLEY
AND _____ FOR PUBLIC ADVERTISING SERVICES
FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE
AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

(The following space is reserved for the Exhibit details to be included in final contract.)

EXHIBIT "E"
• SPECIFICATION NO. CST 2016-01 •

TRANSIT ADVERTISING POLICY

CONTRACT BETWEEN THE CITY OF SIMI VALLEY
AND _____ FOR PUBLIC ADVERTISING SERVICES
FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE
AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND
VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

(The following space is reserved for the Exhibit details to be included in final contract.)

LIST OF APPENDICES

• SPECIFICATION NO. CST 2016-01 •

FOR PUBLIC ADVERTISING SERVICES FOR THE CITY OF SIMI VALLEY TRANSIT DIVISION'S: FIXED-ROUTE AND PARATRANSIT VEHICLES, BUS SHELTERS, BUS STOPS AND VARIOUS TRANSIT RELATED PROPERTIES AND PUBLICATIONS

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CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

Subject: SIMI VALLEY TRANSIT ADVERTISING POLICY

Policy No.: C-[To Be Inserted]

Effective: [To Be Inserted]

Originator: City Council

Supersedes: n/a

POLICY

It is the policy of the City to operate a transit advertising program intended to generate revenue to support the transit system. The purpose of this policy is to establish guidelines for interior and exterior advertising on Simi Valley Transit Vehicles, Transit Facilities, and Transit Publications. The City of Simi Valley, through its Transit Division, operates the local fixed-route bus and paratransit systems in Simi Valley. The system includes several bus routes throughout the City and connections in LA/Chatsworth, with nearly 200 bus stops. The City of Simi Valley is ultimately responsible for the adoption of this policy and any amendments. The City of Simi Valley intends that it is operating in a proprietary capacity, and its vehicles, facilities, and publications constitute non-public forums that are subject to the viewpoint-neutral restrictions set forth below.

PROCEDURES

Purpose

1. Advertising as a Revenue Source:

The City's transit operations are funded by a combination of federal, state, and local funds, including grants and taxes, as well as fare box revenue. Advertising revenues are an important additional source of revenue that supports transit operations. The City's fundamental purpose in accepting transit advertising is to generate revenue to augment the Transit Division's operating budget to meet the Transportation Development Act required fare box recovery ratios and to keep fare rates reasonable.

The primary purpose of the transit system is to provide safe and efficient public transportation within its service area. Consistent with this purpose, the City places great importance on maintaining secure, safe, comfortable, and convenient Transit Facilities and Transit Vehicles in order to, among other things, be consistent with the provision of effective and reliable public transportation, retain existing riders, and attract new users of public transit services. To generate additional revenue while also accomplishing the primary objectives of transit operations, the City will accept

CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

advertising on or in its Transit Facilities, Transit Vehicles, and Transit Publications (i.e. website, system schedules, brochures, social media, riders' guide, outreach materials, electronic signage, and other resources at the discretion of the City Manager and the Community Services Director) only if such advertising complies with this Transit Advertising Policy.

2. Non-Public Forum Status

The City's acceptance of transit advertising does not provide or create a general public forum for expressive activities. In keeping with its proprietary function as a provider of public transportation, the City does not intend its acceptance of transit advertising to convert its Transit Vehicles, Transit Facilities, or Transit Publications into open public forums for public discourse and debate. Rather, as noted, the City's fundamental purpose and intent is to accept advertising as an additional means of generating revenue to support its transit operations. In furtherance of that discreet and limited objective, the City retains strict control over the nature of the advertisements accepted for posting on or in its Transit Vehicles, Transit Facilities, and Transit Publications and maintains its advertising space as a non-public forum.

Certain types of advertisements can potentially interfere with the program's primary purpose of generating revenue to benefit the transit system. This policy advances the advertising program's revenue-generating objective by prohibiting advertisements that could detract from that goal by creating substantial controversy, interfering with and diverting resources from transit operations, and/or posing significant risks of harm, inconvenience, or annoyance to transit passengers, operators, and vehicles. Such advertisements create an environment that is not conducive to achieving increased revenue for the benefit of the transit system or to preserving and enhancing the security, safety, comfort, and convenience of its operations. The viewpoint-neutral restrictions in this policy thus foster the maintenance of a professional advertising environment that maximizes advertising revenue.

This policy is intended to provide clear guidance as to the types of advertisements that will allow the City to generate revenue and enhance transit operations by fulfilling the following goals and objectives:

- a. Maximizing advertising revenue
- b. Preventing the appearance of favoritism by the City
- c. Preventing the risk of imposing demeaning or disparaging views on a captive audience
- d. Maintaining a position of neutrality on controversial issues
- e. Preserving the marketing potential of the advertising space by avoiding content that the community could view as demeaning, disparaging, objectionable,

CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

inappropriate, or harmful to members of the public generally or to minors in particular

- f. Maximizing ridership
- g. Avoiding claims of discrimination and maintaining a non-discriminatory environment for riders
- h. Preventing any harm or abuse that may result from running demeaning, disparaging, or objectionable advertisements
- i. Reducing the diversion of resources from transit operations that are caused by demeaning, disparaging, objectionable, inappropriate, or harmful advertisements

The City of Simi Valley's Transit Vehicles, Transit Facilities, and Transit Publications are a non-public forum, and, as such, the City will accept only that advertising that falls within the categories of acceptable advertising specified in this viewpoint-neutral policy and that satisfies all other access requirements and restrictions provided herein.

The City reserves the right to suspend, modify, or revoke the application of any of the standards in this Policy as it deems necessary to comply with legal mandates, to accommodate its primary transportation function, or to fulfill the goals and objectives identified above. All of the provisions in this Policy shall be deemed severable.

Definitions

- 3. Transit Vehicles – Transit Vehicles include, but are not limited to, all transit fixed-route buses and paratransit vans.
- 4. Transit Facilities – Transit Facilities include the bus stops and bus shelter/benches.
- 5. Transit Publications – Transit Publications include, but are not limited to, all outreach materials, website, brochures, transit system schedules, riders' guide, bus pass media, electronic signage, and social media.

Policies

- 6. Application of Policy – This Transit Advertising Policy applies to the posting of all new advertisements on or in Transit Vehicles, Transit Facilities, and Transit Publications on or after the Effective Date.
- 7. Disclaimer of Endorsement – The City's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information, or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses,

CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

8. Permitted Advertising Content – The following classes of advertising are authorized on or in Transit Vehicles, Transit Facilities, and Transit Publications:
 - a. General Allowance for Advertising – Advertising that does not include any material that qualifies as Prohibited Advertising under Section 9 of this Advertising Policy.
 - b. City of Simi Valley Advertising – The City has the right to display advertising sponsored by the City of Simi Valley to promote the Transit System or any of the functions or programs carried out by the transit agency or City. Paid advertising shall not take priority over City sponsored advertising needs

9. Prohibited Advertising Content – Advertising is prohibited on or in Transit Vehicles, Transit Facilities, and Transit Publications if it includes any of the following content:
 - a. Political Campaign Speech – Advertising that promotes or opposes a political party, the election of any candidate or group of candidates for federal, state, or local government offices, or initiatives, referendums, or other ballot measures.
 - b. Prohibited Products, Services, or Activities – Any advertising that (i) promotes or depicts the sale, rental, or use of, participation in, or images of the following products, services or activities; or (ii) that uses brand names, trademarks, slogans, or other material that are identifiable with such products, services, or activities:
 - i. Tobacco – Tobacco products, including but not limited to, cigarettes, cigars, and smokeless (e.g., chewing) tobacco
 - ii. Marijuana – Marijuana/Cannabis products, including but not limited to, any medical or recreational cannabis items
 - iii. Alcohol – Beer, wine, distilled spirits, or any alcoholic beverage licensed and regulated under California law; however, this prohibition shall not prohibit advertising that includes the name of a restaurant that is open to minors
 - iv. Firearms – Firearms, ammunition, or other firearms-related products
 - v. Adult/Mature Rated Films, Television or Video Games – Adult films rated "X" or "NC-17", television rated "MA", or video games rated "A" or "M"
 - vi. Adult Entertainment Facilities – Adult book stores, adult video stores, nude dance clubs, and other adult entertainment establishments
 - vii. Other Adult Services – Adult telephone services, adult internet sites, and escort services

CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

- c. Sexual and/or Excretory Subject Matter – Any advertising that contains or involves any material that describes, depicts, or represents sexual or excretory organs or activities in a way:
 - i. That the average adult person, applying contemporary community standards, would find, when considered as a whole, appeals to the prurient interest; or
 - ii. That is patently offensive to contemporary standards in the adult community as a whole with respect to what is suitable material for minors to see; or
 - iii. That depicts, or reasonably appears to depict, a person exhibiting his or her sexual or excretory organs or engaging in actual or simulated sexual or excretory activities (urination or defecation) or touching, whether clothed or unclothed.

- d. False or Misleading – Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive, or would constitute a tort of defamation or invasion of privacy.

- e. Copyright, Trademark or Otherwise Unlawful – Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal.

- f. Illegal Activity – Any advertising that promotes any activity or product that is illegal under federal, state or local law, or order of any court of competent jurisdiction.

- g. Profanity and Violence – Advertising that contains any profane language, or portrays images or descriptions of graphic violence, including dead, mutilated, or disfigured human beings or animals, the act of killing, mutilating, or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal.

- h. Demeaning or Disparaging – Advertising that contains material that demeans or disparages an individual, group of individuals, or entity. For purposes of determining whether an advertisement contains such material, the City will determine whether a reasonably prudent person, knowledgeable of the City's ridership and using prevailing community standards, would believe that the advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of any individual, group of individuals, or entity.

- i. Harmful or Disruptive to Transit System – Advertising that contains material that demeans or disparages an individual, group of individuals, or entity. For purposes of determining whether an advertisement contains such material, the City will determine whether a reasonably prudent person, knowledgeable of the City's ridership and using prevailing community standards, would believe that the

CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of any individual, group of individuals, or entity.

- j. Lights, Noise and Special Effects – Flashing lights, sound makers, mirrors, or other special effects that interfere with the safe operation of the bus or the safety of bus riders, drivers of other vehicles, or the public at large.
- k. Unsafe Transit Behavior – Any advertisement that encourages or depicts unsafe behavior with respect to transit-related activities, such as non-use of normal safety precautions in awaiting, boarding, riding upon, or debarking from transit vehicles.
- l. Disruptive to Transit Safety – No advertisement or sign on or in any Transit Vehicle, Transit Facility or Transit Publication shall display any word, phrase, symbol, or character that, based on empirical evidence, creates a safety hazard or is likely to interfere with, mislead, or distract drivers, traffic, or pedestrians, or conflict with any traffic control device.

10. Additional Requirements

- a. Sponsor Attribution and Contact Information – Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters (no smaller than 72 point type for exteriors and 24 point type for interiors).

Advertisement Paid For By _____.

“Teaser Ads” that do not identify the sponsor will, however, be allowed so long as a similar number of follow up advertisements are posted within eight weeks of the initial teaser ads that do identify the sponsor of those initial ads.

- b. The City may, at its discretion, contract with private vendors to manage and operate advertising programs. Consideration shall be given to vendors’ demonstrated successful experience in transit and public sector advertising.

CITY OF SIMI VALLEY
ADMINISTRATIVE POLICIES & PROCEDURES MANUAL

Responsibilities

11. Transit Advertising Coordinator – All proposed transit advertising must be submitted to the Transit Advertising Coordinator for initial compliance review. The Transit Advertising Coordinator will perform a preliminary evaluation of the submission to assess its compliance with this policy. If, during its preliminary review of a proposed advertisement, the Transit Advertising Coordinator is unable to make a compliance determination, it will forward the submission to the Administrative Officer for further evaluation. The Transit Advertising Coordinator may at any time discuss with the entity proposing the advertisement one or more revisions to an advertisement, which, if undertaken, would bring the advertisement into conformity with this Transit Advertising Policy. The Transit Advertising Coordinator will immediately remove any advertisement that the agency at any time directs the Coordinator to remove.
12. Administrative Officer – The Administrative Officer will review the proposed advertisement for compliance with the guidelines set forth in this policy and will direct the Transit Advertising Coordinator as to whether the proposed advertisement will be accepted. In the discretion of the Administrative Officer, any proposed transit advertising may be submitted to the Director of Community Services for review.
13. Director of Community Services – The Director of Community Services shall conduct a final review of proposed advertising at the request of the Administrative Officer. The decision of the Director of Community Services to approve or reject any proposed advertising shall be final.
14. Outside Agency – All of the above responsibilities may be contracted out to a professional outside agency who would then assume the responsibility of ensuring advertisers compliance with the stated policy.

HISTORY

November 2, 2015

Policy reviewed by the City Council.

CITY OF SIMI VALLEY

TRANSIT FLEET PROFILE

Vehicle Type	Quantity	Exterior Advertising Allowed	Interior Advertising Allowed
Paratransit Van	11	Direct application on limited roadside signs	Extremely limited, willing to discuss
New Flyer Xcelsior XN35 Foot Low Floor CNG Bus	35	3	Direct application
New Flyer Xcelsior XN40 Foot Low Floor CNG Bus	40	8	Direct application
2 Sedan (Relief Vehicles)	2	Direct application	11" Channeled Bulkhead Displays (Open to other options)
3 Econoline Vans	3	Direct application	11" Channeled Bulkhead Displays (Open to other options)
			Not Available
			Not Available

Service Characteristics:

Days of Service	Approx 300 days/year
Hours of Operation	4:30 a.m. to 8:30 p.m.
Service Days	Monday - Saturday*
Fixed Route Annual Miles Operated	430000 (Approx)
Paratransit Annual Miles Operated	225000 (Approx)
Annual Combined Ridership	403,000 (Approx)



NEW FLYER OF AMERICA INC.
 CUSTOMER APPROVAL
 PROPERTY: SIMI VALLEY, CA
 CONTRACT: SR-1838
 SIGNED BY:

DO NOT SCALE DRAWING
 DIMENSIONS IN []
 ARE IN m.m.

THD ANGLE

BY	NAME	DD-MMM-YY
DRAWN	G.W.	28-AUG-14

THE INFORMATION CONTAINED IN THIS DRAWING IS PROPRIETARY TO NEW FLYER INDUSTRIES CANADA ULC OR ITS AFFILIATES ("NEW FLYER"). THIS DRAWING AND ALL MATERIAL DELIVERED WITH IT MUST BE RETURNED UPON REQUEST, AND SHALL NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF NEW FLYER. ONE OR MORE PATENTS MAY BE PENDING FOR THE PRODUCTS DEPICTED HEREIN.
 (C) 2011 NEW FLYER INDUSTRIES CANADA ULC. ALL RIGHTS RESERVED.

TITLE		PAINT APPROVAL DWG	
NEW FLYER		PART N°	SR-1838
		(NX)	
SCALE	NTS	B	SHEET 1 OF 6

REPORT ALL ERRORS TO ENG. DEPT.

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DO NOT SCALE DRAWING
 DIMENSIONS IN []
 ARE IN m.m.

THD ANGLE

BY	NAME	DD-MMM-YY
DRAWN	G.W.	28-AUG-14

THE INFORMATION CONTAINED IN THIS DRAWING IS PROPRIETARY TO NEW FLYER INDUSTRIES CANADA ULC OR ITS AFFILIATES ("NEW FLYER"). THIS DRAWING AND ALL MATERIAL DELIVERED WITH IT MUST BE RETURNED UPON REQUEST, AND SHALL NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF NEW FLYER. ONE OR MORE PATENTS MAY BE PENDING FOR THE PRODUCTS DEPICTED HEREIN.
 (C) 2011 NEW FLYER INDUSTRIES CANADA ULC. ALL RIGHTS RESERVED.

TITLE		PAINT APPROVAL DWG	
 NEW FLYER		PART N°	
		SR-1838	
SCALE	NTS	B	SHEET 2 OF 6

REPORT ALL ERRORS TO ENG. DEPT.

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DO NOT SCALE DRAWING
 DIMENSIONS IN []
 ARE IN m.m.

THD ANGLE 

BY	NAME	DD-MMM-YY
DRAWN	G.W.	28-AUG-14

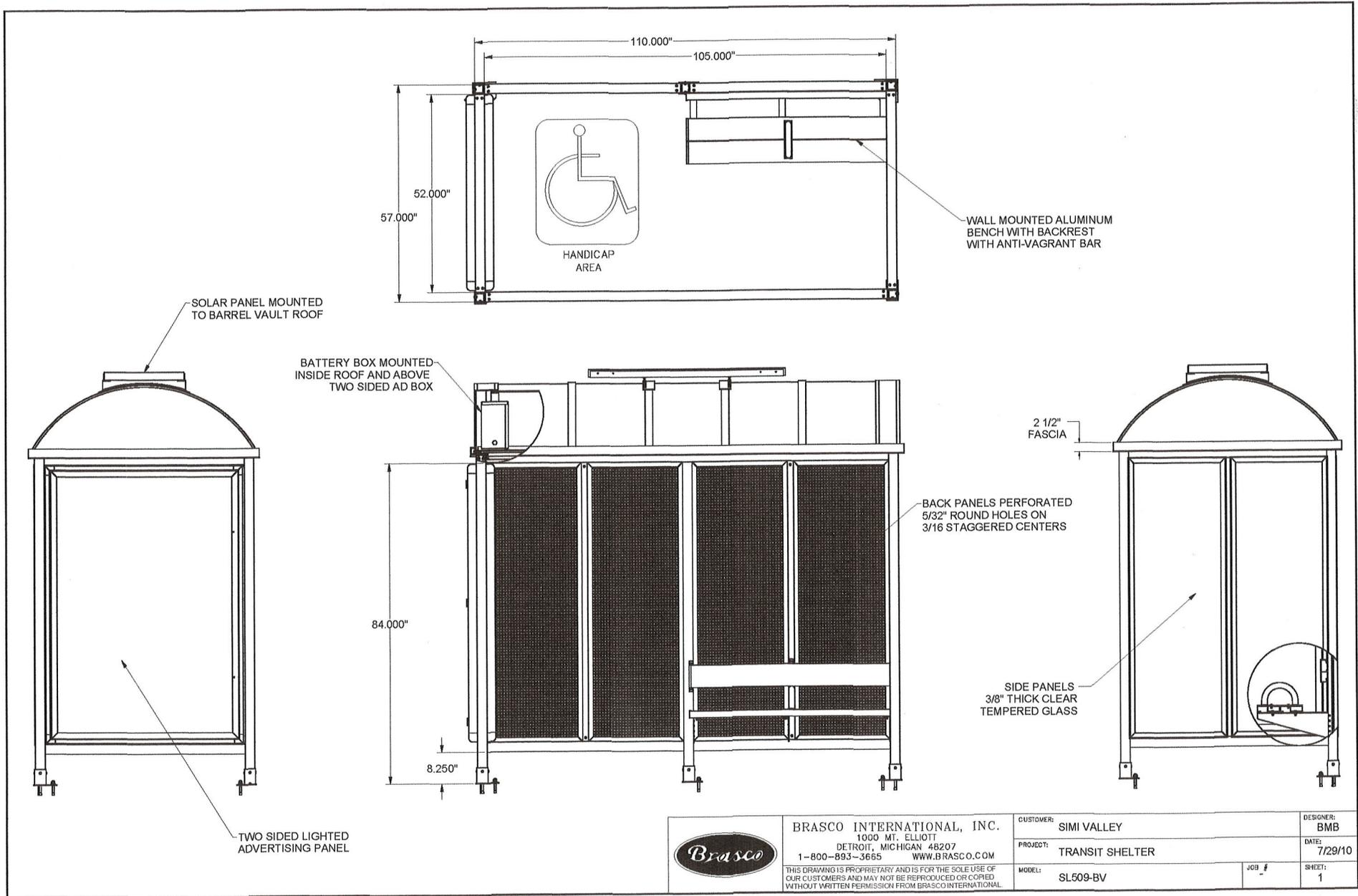
THE INFORMATION CONTAINED IN THIS DRAWING IS PROPRIETARY TO NEW FLYER INDUSTRIES CANADA ULC OR ITS AFFILIATES ("NEW FLYER"). THIS DRAWING AND ALL MATERIAL DELIVERED WITH IT MUST BE RETURNED UPON REQUEST, AND SHALL NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF NEW FLYER. ONE OR MORE PATENTS MAY BE PENDING FOR THE PRODUCTS DEPICTED HEREIN.
 (C) 2011 NEW FLYER INDUSTRIES CANADA ULC. ALL RIGHTS RESERVED.

TITLE		PAINT APPROVAL DWG	
 NEW FLYER		PART N°	
		SR-1838 (NX)	
SCALE NTS		B	SHEET 3 OF 6

REPORT ALL ERRORS TO ENG. DEPT.

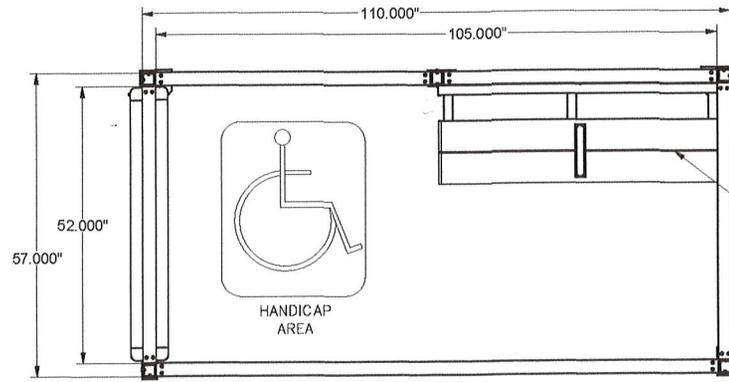
BUS SHELTER SPECIFICATIONS

APPENDIX X C

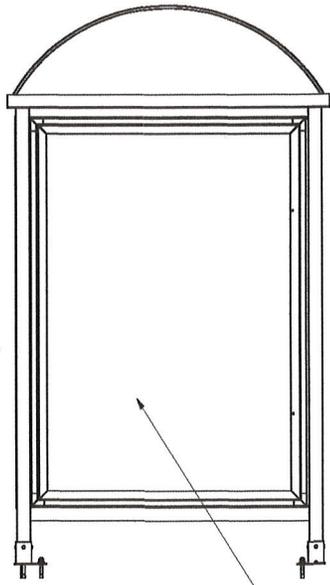


	BRASCO INTERNATIONAL, INC. 1000 MT. ELLIOTT DETROIT, MICHIGAN 48207 1-800-893-3655 WWW.BRASCO.COM		CUSTOMER: SIMI VALLEY	DESIGNER: BMB
	<small>THIS DRAWING IS PROPRIETARY AND IS FOR THE SOLE USE OF OUR CUSTOMERS AND MAY NOT BE REPRODUCED OR COPIED WITHOUT WRITTEN PERMISSION FROM BRASCO INTERNATIONAL</small>		PROJECT: TRANSIT SHELTER	DATE: 7/29/10
	MODEL: SL509-BV	JOB #	SHEET: 1	

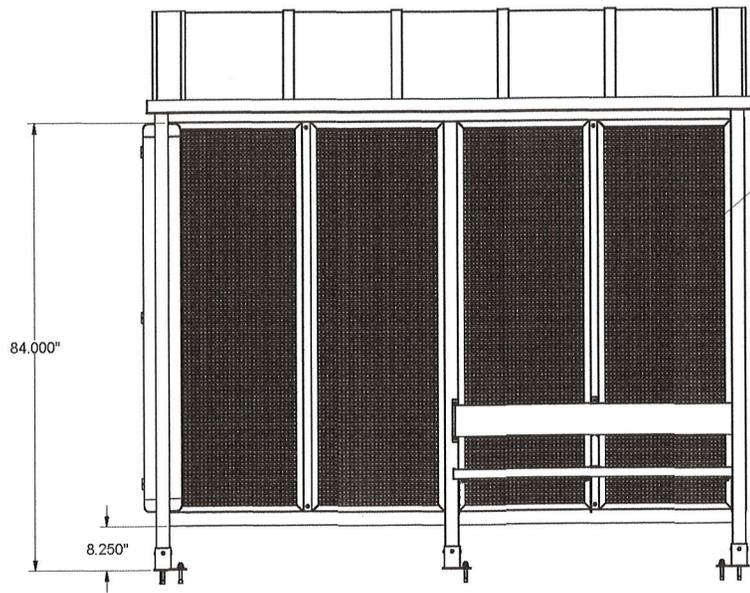




WALL MOUNTED ALUMINUM BENCH WITH BACKREST WITH ANTI-VAGRANT BAR



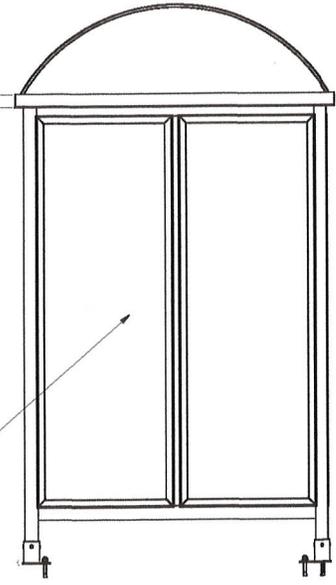
TWO SIDED LIGHTED ADVERTISING PANEL



BACK PANELS PERFORATED 5/32" ROUND HOLES ON 3/16" STAGGERED CENTERS

SIDE PANELS 3/8" THICK CLEAR TEMPERED GLASS

2 1/2" FASCIA



	BRASCO INTERNATIONAL, INC. 1000 MT. ELLIOTT DETROIT, MICHIGAN 48207 1-800-893-3665 WWW.BRASCO.COM		CUSTOMER: SIMI VALLEY	DESIGNER: BMB
	<small>THIS DRAWING IS PROPRIETARY AND IS FOR THE SOLE USE OF OUR CUSTOMERS AND MAY NOT BE REPRODUCED OR COPIED WITHOUT WRITTEN PERMISSION FROM BRASCO INTERNATIONAL</small>		PROJECT: TRANSIT SHELTER	DATE: 7/29/10
	MODEL: SL509-BV	JOB #	SHEET: 3	



BRASCO INTERNATIONAL, INC.
 1000 MT. ELLIOTT
 DETROIT, MICHIGAN 48207
 1-800-893-3665 WWW.BRASCO.COM

THIS DRAWING IS PROPRIETARY AND IS FOR THE SOLE USE OF
 OUR CUSTOMERS AND MAY NOT BE REPRODUCED OR COPIED
 WITHOUT WRITTEN PERMISSION FROM BRASCO INTERNATIONAL

CUSTOMER:	SIMI VALLEY	DESIGNER:	BMB
PROJECT:	TRANSIT SHELTER	DATE:	7/29/10
MODEL:	SL509-BV	JOB #	
		SHEET:	4

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS	
A	1	1	MADERA ROAD	STRATHERN PLACE	N/W	2	A/B	YES	0	1	0	0	NEAR REAR OF TARGET	
A	2	2	MADERA ROAD	LOS ANGELES AVE.	S/E	2	A	YES	1	0	0	1	N/B	
A	3	3	LOS ANGELES AVENUE	SIMI VILLAGE DRIVE	S/W	0.3	A	YES	0	0	0	0	POST OFFICE	
A	4	4	LOS ANGELES AVENUE	SINALOA ROAD	S/E	0.4	A	YES	1	0	0	1	GAS STATION	
A	5	5	LOS ANGELES AVENUE	FOURTH STREET	M/B	0.1	A	YES	0	1	0	1	VONS	
A	6	6	LOS ANGELES AVENUE	FIRST STREET	S/E	0.3	A	YES	0	1	0	1	BURGER KING	
A	7	7	LOS ANGELES AVENUE	HUBBARD STREET	S/W	0.3	A	YES	1	0	0	0	MCDONALD'S	
A	8	8	LOS ANGELES AVENUE	GALT STREET	M/B	0.3	A	YES	0	1	0	1		
A	9	9	ERRINGER ROAD	LARCH STREET	N/E	0.5	A/D	YES	0	0	0	0	1	
A	10	10	ERRINGER ROAD	COCHRAN STREET	S/E	0.2	A/D	YES	0	1	0	0	METHODIST CHURCH	
A	11	11	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.5	A/B/D	YES	0	0	1	1	SIMI VALLEY TOWN CENTER MALL-BACK(TRANSFER A,B,D)	
A	12	12	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.1	A/B/D	YES	0	0	0	1	LOWE'S	
A	13	13	COCHRAN STREET	FIRST STREET	S/E	0.5	A	YES	0	1	1	1	AUTO CENTER DRIVE	
A	14	14	COCHRAN STREET	CALDWELL AVENUE	S/W	0.3	A	YES	0	0	0	0		
A	15	15	COCHRAN STREET	CALLAHAN AVENUE	S/W	0.3	A	YES	0	0	0	0		
A	16	16	COCHRAN STREET	JUSTIN AVENUE	S/W	0.3	A	YES	0	1	0	1	1	
A	17	17	COCHRAN STREET	ELMDALE AVENUE	S/W	0.3	A	YES	0	1	0	0	1	
A	18	18	COCHRAN STREET	SYCAMORE DRIVE	S/W	0.3	A	YES	0	1	0	1	0	7 - ELEVEN
A	19	19	COCHRAN STREET	GALENA AVENUE	S/W	0.5	A	YES	1	0	1	1	0	RED'S BBQ
A	20	20	COCHRAN STREET	YMCA	M/B	0.1	A	YES	0	1	0	0	1	SITE OF YMCA
A	21	21	COCHRAN STREET	SEQUOIA AVENUE	S/E	0.3	A	YES	0	1	0	0	1	SANTA SUSANA HIGH SCHOOL
A	22	22	COCHRAN STREET	TRACY AVENUE	S/E	0.3	A	YES	0	0	0	0	1	
A	23	23	TAPO CANYON ROAD	118 FREEWAY	S/E	0.4	A/C	YES	0	1	0	1	0	OFFICE BUILDING
A	24	24	TAPO CANYON ROAD	CREDIT UNION PLAZA	M/B	0.2	A/C	YES	0	0	1	1	0	CREDIT UNION
A	25	25	TAPO CANYON ROAD	ALAMO STREET	N/E	0.2	A	YES	0	0	1	1	0	CIVIC CTR TRANSFER TO B,C, OR D
A	26	26	TAPO CANYON ROAD	AVENIDA SIMI	S/E	0.1	A	YES	1	0	1	1	0	KOHL'S
A	27	27	TAPO CANYON ROAD	TOWNSHIP AVENUE	S/E	0.2	A	YES	0	1	0	0	0	

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
A 28	28	TOWNSHIP AVENUE	TAPO STREET	S/E	0.4	A	YES	0	1	0	0	1	VALLEY VIEW MIDDLE SCHOOL
A 29	29	TAPO STREET	FORTWORTH DRIVE	N/W	0.3	A	YES	0	0	0	0	0	
A 30	30	TAPO STREET	ALAMO STREET	N/W	0.1	A	YES	0	1	0	1	0	
A 31	31	TAPO STREET	ALAMO STREET	S/W	0.1	A/C	YES	0	0	0	0	0	ALAMO IN FRONT OF VET OFFICE
A 32	32	TAPO STREET	EVE ROAD	S/W	0.4	A/C	YES	0	0	0	0	0	
A 33	33	COCHRAN STREET	TAPO STREET	S/E	0.3	A	YES	0	1	0	1	0	TACO BELL
A 34	34	COCHRAN STREET	RALSTON AVENUE	S/W	0.3	A	YES	0	0	0	0	0	
A 35	35	COCHRAN STREET	PINECREST SCHOOL	M/B	0.3	A	YES	0	0	0	1	0	ACROSS FROM PINECREST SCHOOL
A 36	36	COCHRAN STREET	SUMMERWOOD AVENUE	S/E	0.3	A	YES	0	0	1	0	0	
A 37	37	COCHRAN STREET	STEARNS STREET	S/E	0.3	A	YES	0	1	0	0	1	BRUNSWICK BOWLING ALLEY
A 38	38	COCHRAN STREET	STOW STREET	S/W	0.4	A	YES	0	1	0	1	0	SIMI VALLEY HIGH SCHOOL
A 39	39	COCHRAN STREET	YOSEMITE AVENUE	S/E	0.2	A	YES	0	1	0	1	1	
A 40	40	LOS ANGELES AVE	YOSEMITE AVENUE	N/W	0.5	A/C	YES	1	0	1	1	0	RECOVERY ZONE (TRANSFER A,B,C)
A 41	41	LOS ANGELES AVENUE	STOW STREET	N/E	0.2	A/C	YES	0	1	1	0	0	
A 42	42	LOS ANGELES AVENUE	EMORY AVENUE	N/W	0.3	A/C	YES	0	1	1	1	0	VINTAGE HILLS
A 43	43	LOS ANGELES AVENUE	METROLINK STATION	M/B	0.3	A/C	YES	0	0	1	1	0	
A 44	44	LOS ANGELES AVENUE	RALSTON AVENUE	N/W	0.4	A/C	YES	0	0	0	0	0	DENNERT GARAGE DOORS
A 45	45	LOS ANGELES AVENUE	TAPO STREET	N/W	0.4	A/C	YES	0	1	0	0	0	TIRE PROS
A 46	46	LOS ANGELES AVENUE	BISHOP LANE	N/E	0.3	A/C	YES	0	0	0	1	0	NEARSIDE TAPO CANYON ROAD (2 CITY METAL BENCHES)
A 47	47	LOS ANGELES AVENUE	SURVEYOR AVENUE	N/W	0.2	A	YES	0	0	0	1	0	(1 METAL CITY BENCH)
A 48	48	LOS ANGELES AVENUE	SEQUOIA AVENUE	N/W	0.4	A	YES	0	0	0	0	1	MED CENTER 1(1 METAL CITY BENCH)
A 49	49	LOS ANGELES AVENUE	CHURCH STREET	N/E	0.2	A	YES	0	0	0	1	0	PERFORMING ARTS CENTER (2 METAL CITY BENCHES)
A 50	50	SYCAMORE DRIVE	LOS ANGELES AVENUE	S/W	0.5	A	YES	0	1	0	0	0	SBC
A 51	51	SYCAMORE DRIVE	HEYWOOD STREET	N/W	0.2	A	YES	0	0	0	1	0	
A 52	52	SYCAMORE DRIVE	ELIZONDO STREET	N/W	0.2	A	YES	0	0	0	1	0	
A 53	53	SYCAMORE DRIVE	ROYAL AVENUE	N/W	0.2	A	YES	0	1	0	1	1	7 - ELEVEN
A 54	54	ROYAL AVENUE	WHITCOMB AVENUE	M/B	0.2	A	YES	0	0	0	0	0	

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS	
A	55	55	ROYAL AVENUE	HAVEN AVENUE	N/W	0.2	A	YES	0	0	0	0	MEDICAL BUILDING	
A	56	56	ROYAL AVENUE	ERRINGER ROAD	N/E	0.3	A	YES	0	1	0	0	SOCIAL SERVICES OFFICE	
A	57	57	ROYAL AVENUE	ERRINGER ROAD	N/W	0.3	A/D	YES	0	1	0	0	RANCHO SIMI PARK	
A	58	58	ROYAL AVENUE	CROCKER STREET	N/W	0.3	A/D	YES	0	1	0	0	ST ROSE OF LIMA CHURCH	
A	59	59	ROYAL AVENUE	BUCKSKIN AVENUE	M/B	0.3	A/D	YES	0	1	0	0	ST ROSE OF LIMA CHURCH	
A	60	60	ROYAL AVENUE	FIRST STREET	N/E	0.2	A/D	YES	0	0	1	0		
A	61	61	ROYAL AVENUE	EL MONTE DRIVE	M/B	0.4	A/D	YES	0	1	0	0	SINALOA MIDDLE SCHOOL	
A	62	62	ROYAL AVENUE	SINALOA ROAD	N/W	0.1	A/D	YES	0	0	0	1		
A	63	63	ROYAL AVENUE	VAQUERO DRIVE	N/E	0.3	A/D	YES	0	0	0	0	SAMARITAN CENTER	
A	64	64	MADERA ROAD	BONITA DRIVE	S/E	0.1	A	YES	0	1	1	1		
								6	30	13	31	13	TOTAL ROUTE A	
B	1	1	MADERA ROAD	STRATHERN PLACE	N/W	2	A/B	YES	0	1	0	0	NEAR REAR OF KMART	
B	2	65	MADERA ROAD	LOS ANGELES AVENUE	S/W	0.2	B,D	YES	1	0	1	1	RV AMERICA	
B	3	66	MADERA ROAD	BONITA DRIVE	S/W	0.2	B	YES	0	0	0	1		
B	4	67	MADERA ROAD	ROYAL AVENUE	S/E	0.2	B	YES	0	1	1	1	24 HOUR FITNESS	
B	5	68	ROYAL AVENUE	NAPLES COURT	S/W	0.4	B	YES	0	1	0	1		
B	6	69	ROYAL AVENUE	SINALOA ROAD	S/W	0.2	B	YES	0	1	0	1		
B	7	70	ROYAL AVENUE	EL MONTE DRIVE	S/E	0.1	B	YES	0	0	0	0	1	SINALOA MIDDLE SCHOOL
B	8	71	ROYAL AVENUE	FIRST STREET	S/W	0.2	B	YES	0	1	0	1		
B	9	72	ROYAL AVENUE	BUCKSKIN AVENUE	S/W	0.4	B/D	YES	0	0	0	0	0	ROYAL HIGH SCHOOL
B	10	73	ROYAL AVENUE	CROCKER STREET	S/E	0.2	B/D	YES	0	0	0	1		
B	11	74	ROYAL AVENUE	ERRINGER ROAD	S/E	0.4	B	YES	0	1	0	0	0	ARCO STATION
B	12	75	ROYAL AVENUE	HAVEN AVENUE	S/W	0.3	B	YES	0	0	0	0	0	
B	13	76	ROYAL AVENUE	BRANDON AVENUE	S/E	0.3	B	YES	0	1	0	0	0	HILLSIDE MIDDLE SCHOOL
B	14	77	SYCAMORE DRIVE	ROYAL AVENUE	N/E	0.2	B	YES	0	1	0	1	0	FIRE HOUSE CAFE
B	15	78	SYCAMORE DRIVE	ELIZONDO AVENUE	N/E	0.1	B	YES	0	0	0	1	0	

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
B 16	79	SYCAMORE DRIVE	LAWSON AVENUE	M/B	0.1	B	YES	0	1	0	1	1	PARK DISTRICT
B 17	80	SYCAMORE DRIVE	LOS ANGELES AVE	S/E	0.2	B	YES	1	0	0	1	0	76 GAS STATION
B 18	81	LOS ANGELES AVENUE	SYCAMORE DRIVE	M/B	0.2	B	YES	1	0	0	1	0	RALPHS SHOPPING CENTER
B 19	82	LOS ANGELES AVENUE	BLACKSTOCK AVE	S/E	0.3	B	YES	1	0	1	0	0	ADULT EDUCATION CENTER/APPOLO HIGH
B 20	83	LOS ANGELES AVENUE	SEQUOIA AVENUE	S/E	0.2	B	YES	0	1	0	1	0	MED CENTER
B 21	84	LOS ANGELES AVENUE	DARRAH AVENUE	S/W	0.3	B	YES	0	1	0	1	1	
B 22	85	LOS ANGELES AVENUE	TAPO CANYON ROAD	S/W	0.2	B	YES	0	1	1	0	0	
B 23	86	LOS ANGELES AVENUE	BISHOP LANE	S/E	0.2	B	YES	1	0	0	1	0	ABBAY CARPETS
B 24	87	LOS ANGELES AVENUE	TAPO STREET	S/E	0.3	B/C	YES	1	0	0	1	0	JIFFY LUBE
B 25	88	LOS ANGELES AVENUE	ANGUS AVENUE	S/W	0.3	B/C	YES	0	0	0	0	0	
B 26	89	LOS ANGELES AVENUE	METROLINK STATION	M/B	0.4	B/C	YES	1	0	1	0	0	
B 27	90	LOS ANGELES AVENUE	STEARNS STREET	S/W	0.1	B/C	YES	0	1	0	1	0	ALBERTSONS
B 28	91	LOS ANGELES AVENUE	CONVAL. CENTER	M/B	0.1	B/C	YES	0	1	0	1	0	SIMI VALLEY CARE CENTER
B 29	92	LOS ANGELES AVENUE	EMORY AVENUE	S/E	0.1	B/C	YES	0	1	0	1	0	VINTAGE HILLS
B 30	93	LOS ANGELES AVENUE	STOW STREET	S/E	0.2	B/C	YES	0	1	0	1	0	
B 31	94	LOS ANGELES AVENUE	YOSEMITE AVENUE	S/W	0.2	B/C	YES	1	0	0	0	0	RECOVERY ZONE (TRANSFER A,B,C) CARL'S JR.
B 32	95	YOSEMITE AVENUE	LOS ANGELES AVE	N/W	0.2	B	YES	0	1	0	1	0	VONS
B 33	96	COCHRAN STREET	YOSEMITE AVENUE	N/W	0.4	B	YES	0	1	0	1	1	
B 34	97	COCHRAN STREET	STOW STREET	N/W	0.3	B	YES	0	1	1	0	0	SIMI VALLEY HIGH SCHOOL
B 35	98	COCHRAN STREET	STEARNS STREET	N/E	0.3	B	YES	1	0	0	1	0	BRUSWICK BOWLING
B 36	99	COCHRAN STREET	DOVER AVENUE	N/W	0.3	B	YES	0	0	1	0	0	
B 37	100	COCHRAN STREET	PINECREST SCHOOL	M/B	0.1	B	YES	0	0	0	0	0	PINECREST SCHOOL
B 38	101	COCHRAN STREET	KADOTA STREET	N/E	0.1	B	YES	0	0	1	0	0	
B 39	102	COCHRAN STREET	FIG STREET	N/W	0.3	B	YES	0	0	0	1	0	
B 40	103	COCHRAN STREET	TAPO STREET	N/E	0.3	B	YES	1	0	0	1	0	
B 41	104	TAPO STREET	BARNARD STREET	N/E	0.2	B	YES	0	0	0	0	0	
B 42	105	TAPO STREET	ALAMO STREET	N/E	0.2	B	YES	0	1	1	1	0	YANKEE DOODLE

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
B	43	106	TAPO STREET	FORT WORTH DRIVE	S/E	0.1	B	YES	0	0	0	0	
B	44	107	TOWNSHIP AVENUE	TAPO STREET	N/W	0.3	B	YES	0	1	0	1	VALLEY VIEW MIDDLE SCHOOL
B	45	108	TOWNSHIP AVENUE	DIVERNON AVENUE	N/W	0.2	B	YES	0	0	0	1	TOWNSHIP ELEMENTARY SCHOOL
B	46	109	TAPO CANYON ROAD	TOWNSHIP AVENUE	S/W	0.1	B	YES	0	0	0	0	
B	47	110	TAPO CANYON ROAD	AVENIDA SIMI	S/W	0.2	B/D	YES	1	0	0	1	SIMI VALLEY LIBRARY
B	48	111	TAPO CANYON ROAD	ALAMO STREET	N/W	0.1	B/D	YES	1	0	1	1	CIVIC CTR (TRANSFER A, B, C, OR D)
B	49	112	TAPO CANYON ROAD	REGAL CINEMAS	N/W	0.2	B	YES	1	0	1	0	REGAL CINEMAS
B	50	113	COCHRAN STREET	TAPO CANYON ROAD	N/W	0.3	B	YES	1	0	1	1	JON'S MARKET
B	51	114	COCHRAN STREET	TRACY AVENUE	N/E	0.3	B	YES	0	1	0	0	
B	52	115	COCHRAN STREET	SEQUOIA AVENUE	N/E	0.3	B	YES	0	1	0	1	SANTA SUSANA HIGH SCHOOL
B	53	116	COCHRAN STREET	GALENA AVENUE	N/W	0.4	B	YES	1	0	1	1	POST OFFICE
B	54	117	COCHRAN STREET	SYCAMORE DRIVE	N/W	0.4	B	YES	1	0	0	0	DO IT CENTER
B	55	118	COCHRAN STREET	JAY STREET	N/W	0.3	B	YES	0	0	0	1	
B	56	119	COCHRAN STREET	JUSTIN AVENUE	N/E	0.2	B	YES	0	1	0	1	
B	57	11	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.5	A/B/D	YES	0	0	1	1	SIMI VALLEY TOWN CENTER MALL-BACK (MALL SHELTER & BENCHES)
B	58	12	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.5	A/B/D	YES	0	0	0	1	LOWE'S
B	59	120	SIMI TOWN CENTER WAY	JEFFERSON WAY	N/W	0.1	B,D	YES	0	0	1	1	SIMI VALLEY TOWN CENTER MALL-FRONT (MALL SHELTER & BENCHES)
B	60	121	COCHRAN STREET	ERRINGER ROAD	N/W	0.3	B	YES	1	0	0	0	VONS
B	61	122	COCHRAN STREET	CALLAHAN AVENUE	N/W	0.4	B	YES	0	0	0	0	
B	62	123	COCHRAN STREET	CALDWELL AVENUE	N/W	0.3	B	YES	0	0	0	0	
B	63	124	COCHRAN STREET	FIRST STREET	N/E	0.4	B	YES	0	1	0	0	FORD DEALER
B	64	125	COCHRAN STREET	S.V. DISTRICT OFFICES	M/B	0.3	B	YES	0	0	0	1	SCHOOL DISTRICT OFFICES
B	65	126	COCHRAN STREET	LIBERTY WAY	N/E	0.3	B	YES	0	1	1	1	WAL-MART
								17	26	16	38	10	TOTAL ROUTE B
C	1	127	ALAMO STREET	TAPO CANYON ROAD	S/E	0.1	C	YES	1	0	0	1	CIVIC CTR (TRANSFER TO A,B, OR D)
C	2	31	TAPO STREET	ALAMO STREET	S/W	0.3	C/A	YES	0	0	0	0	ALAMO IN FRONT OF VET OFFICE

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
C	3	32	TAPO STREET	EVE ROAD	S/W	0.2	C/A	YES	0	0	0	0	
C	4	128	TAPO STREET	COCHRAN STREET	S/W	0.2	C	YES	0	1	0	1	MCDONALDS
C	5	129	TAPO STREET	EILEEN STREET	N/W	0.2	C	YES	0	0	0	1	
C	6	130	TAPO STREET	INDUSTRIAL STREET	N/W	0.1	C	YES	0	1	0	1	
C	7	87	LOS ANGELES AVENUE	TAPO STREET	S/E	0.4	C/B	YES	1	0	0	1	JIFFY LUBE
C	8	88	LOS ANGELES AVENUE	ANGUS AVENUE	S/W	0.4	C/B	YES	0	0	0	0	
C	9	89	LOS ANGELES AVENUE	METROLINK STATION	M/B	0.4	C/B	YES	1	0	1	0	
C	10	90	LOS ANGELES AVENUE	STEARNS STREET	S/W	0.1	C/B	YES	0	1	0	1	ALBERTSONS
C	11	91	LOS ANGELES AVENUE	CONVAL. CENTER	M/B	0.1	C/B	YES	0	1	0	1	SIMI VALLEY CARE CENTER
C	12	92	LOS ANGELES AVENUE	EMORY AVENUE	S/W	0.1	C/B	YES	0	1	0	1	
C	13	93	LOS ANGELES AVENUE	STOW STREET	S/E	0.2	C/B	YES	0	1	0	1	
C	14	187	LOS ANGELES AVENUE	YOSEMITE AVENUE	S/E	0.3	C/B	YES	1	0	1	1	RECOVERY ZONE (TRANSFER A,B,C) 7-ELEVEN
C	15	131	LOS ANGELES AVENUE	RORY LANE	S/E	0.2	C	YES	0	0	0	0	RORY LANE
C	16	132	LOS ANGELES AVENUE	ALSCOT AVENUE	S/W	0.3	C	YES	0	1	0	0	1
C	17	133	KUEHNER DRIVE	MENLO STREET	N/E	0.5	C	YES	0	1	0	0	MOBIL STATION
C	18	134	TOPANGA CYN BLVD	DEVONSHIRE STREET	S/E	3.9	C	YES	0	0	0	0	L.A. CITY BENCHES
C	19	135	DEVONSHIRE STREET	OWENSMOUTH AVENUE	S/E	1.1	C	YES	0	0	0	0	L.A. CITY BENCHES
C	20	136	METROLINK STATION		M/B	1.1	C	YES	0	0	0	1	METROLINK - CHATSWORTH
C	21	137	LASSEN STREET	OWENSMOUTH AVENUE	M/B	1.1	C	YES	0	0	0	0	
C	22	138	KUEHNER DRIVE	MENLO STREET	S/W	4.2	C	YES	0	0	0	0	
C	23	139	LOS ANGELES AVENUE	ALSCOT AVENUE	N/E	0.5	C	YES	0	1	0	0	
C	24	140	LOS ANGELES AVENUE	ANASTASIA AVENUE	N/W	0.2	C	YES	0	1	0	0	
C	25	141	LOS ANGELES AVENUE	SUEDE AVENUE	N/W	0.3	C	YES	0	0	0	0	
C	26	40	LOS ANGELES AVENUE	YOSEMITE AVENUE	N/W	0.1	C/A	YES	1	0	1	1	GAS STATION
C	27	41	LOS ANGELES AVENUE	STOW STREET	N/E	0.2	C/A	YES	0	1	1	0	
C	28	42	LOS ANGELES AVENUE	EMORY AVENUE	N/W	0.3	C/A	YES	0	1	1	1	VINTAGE HILLS
C	29	43	LOS ANGELES AVENUE	METROLINK STATION	M/B	0.3	C/A	YES	0	0	1	1	CITY SHELTER & BENCHES

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
C	30	44	LOS ANGELES AVENUE	RALSTON AVENUE	N/W	0.4	C/A	YES	0	0	0	0	DENNERT GARAGE DOORS
C	31	45	LOS ANGELES AVENUE	TAPO STREET	N/W	0.4	C/A	YES	0	1	0	0	TIRE PROS
C	32	46	LOS ANGELES AVENUE	BISHOP LANE	N/E	0.3	C/A	YES	0	0	0	1	NEARSIDE TAPO CANYON ROAD (2 CITY METAL BENCHES)
C	33	142	TAPO CANYON ROAD	BECKY STREET	N/W	0.6	C	YES	0	1	1	0	
C	34	23	TAPO CANYON ROAD	118 FREEWAY	S/E	0.3	C/A	YES	0	1	0	1	OFFICE BUILDING
C	35	24	TAPO CANYON ROAD	CREDIT UNION PLAZA	M/B	0.3	C/A	YES	0	0	1	1	CREDIT UNION
								5	15	8	17	1	TOTAL ROUTE C
D	1	65	MADERA ROAD	LOS ANGELES AVENUE	S/W	2	D/B	YES	1	0	1	1	SPEED WASH
D	2	66	MADERA ROAD	BONITA DRIVE	S/W	0.1	D/B	YES	0	0	0	1	
D	3	143	MADERA ROAD	COUNTRY CLUB DRIVE EAST	N/W	0.7	D	YES	0	1	1	0	
D	4	144	MADERA ROAD	SUNSET GARDEN LANE	N/W	0.1	D	YES	0	1	1	0	
D	5	145	MADERA ROAD	WOOD RANCH PARKWAY	N/W	0.2	D	YES	0	0	1	0	RALPH'S
D	6	146	COUNTRY CLUB DRIVE	FRESH MEADOWS	S/E	2.4	D	YES	0	0	0	1	
D	7	147	COUNTRY CLUB DRIVE	RED LAKES PLACE	S/E	0.2	D	YES	0	0	0	1	
D	8	148	WOODRANCH PARKWAY	COUNTRY CLUB DR	S/W	0.3	D	YES	0	1	0	1	RALPH'S
D	9	149	WOODRANCH PARKWAY	LAKE PARK DR NORTH	S/W	0.6	D	YES	0	0	0	1	RECOMMEND REMOVE STOP
D	10	150	WOODRANCH PARKWAY	LAKE PARK DR SOUTH	N/W	0.1	D	YES	0	0	0	0	WR GOLF COURSE
D	11	151	WOODRANCH PARKWAY	N MARTHA MORRISON	N/W	0.4	D	YES	0	0	0	1	
D	12	152	WOODRANCH PARKWAY	S MARTHA MORRISON	N/W	0.6	D	YES	0	0	0	0	1
D	13	153	WOODRANCH PARKWAY	CIRCLE KNOLL DRIVE	S/W	0.1	D	YES	0	0	0	1	1
D	14	154	LONG CANYON ROAD	TWISTED OAK	N/E	0.4	D	YES	0	0	0	1	0
D	15	155	LONG CANYON ROAD	RUSTIC HILLS	N/E	0.2	D	YES	0	0	0	1	0
D	16	156	LONG CANYON ROAD	VINEYARD DRIVE	N/E	0.2	D	YES	0	0	0	0	0
D	17	157	FIRST STREET	NONCHALANT DRIVE	N/E	1.4	D	YES	0	0	0	1	0
D	18	158	FIRST STREET	MELLOW LANE	N/E	0.1	D	YES	0	0	0	0	0
D	19	159	FIRST STREET	BENNETT STREET	S/W	0.3	D	YES	0	0	0	1	0
D	20	160	FIRST STREET	FITZGERALD ROAD	N/E	0.2	D	YES	0	0	0	0	0

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BENCH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
D 21	161	FIRST STREET	SUTTER DRIVE	N/E	0.6	D	YES	0	0	0	0	1	
D 22	72	ROYAL AVENUE	BUCKSKIN AVENUE	S/W	0.6	D/B	YES	0	0	0	0	0	ROYAL HIGH SCHOOL
D 23	73	ROYAL AVENUE	CROCKER STREET	S/E	0.2	D/B	YES	0	0	0	1	0	
D 24	162	ERRINGER ROAD	ROYAL AVENUE	N/E	0.4	D	YES	0	0	0	0	0	TENNIS COURTS
D 25	163	ERRINGER ROAD	HEYWOOD STREET	N/E	0.2	D	YES	1	1	0	0	0	QUICK MARKET
D 26	9	ERRINGER ROAD	LARCH STREET	N/E	0.5	D/A	YES	0	0	0	0	1	
D 27	10	ERRINGER ROAD	COCHRAN STREET	S/E	0.1	D/A	YES	0	1	0	0	1	METHODIST CHURCH
D 28	11	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.5	A/B/D	YES	0	0	1	1	0	SIMI VALLEY TOWN CENTER MALL-BACK(MALL SHELTER & BENCH)
D 29	12	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.5	A/B/D	YES	0	0	0	1	0	LOWE'S
D 30	120	SIMI TOWN CENTER WAY	JEFFERSON WAY	N/W	0.1	B,D	YES	0	0	1	1	0	SIMI VALLEY TOWN CENTER MALL-FRONT (MALL SHELTER & BENCHES)
D 31	164	ALAMO STREET	BROADMOOR AVENUE	S/W	0.5	D	YES	0	0	0	0	1	
D 32	165	ALAMO STREET	ATHERWOOD AVENUE	M/B	0.2	D	YES	0	0	0	0	1	ATHERWOOD COMMUNITY PARK
D 33	166	ALAMO STREET	WANDA AVENUE	S/E	0.2	D	NO	0	0	0	1	0	GRASS/NEEDS CONCRETE PAD
D 34	167	ALAMO STREET	SYCAMORE DRIVE	S/W	0.3	D	YES	0	0	0	0	1	ASPEN CENTER
D 35	168	ALAMO STREET	RESERVOIR DRIVE	S/E	2	D	YES	0	0	0	0	1	
D 36	169	ALAMO STREET	GALENA AVENUE	S/E	0.1	D	NO	0	0	0	0	0	POST OFFICE GRASS NEEDS CONCRETE PAD
D 37	170	ALAMO STREET	SEQUOIA AVENUE	S/E	0.8	D	NO	0	0	0	1	0	GRASS NEEDS CONCRETE PAD
D 38	171	LEMON DRIVE	ALAMO STREET	N/E	0.3	D	YES	0	1	0	0	0	BOYS AND GIRLS CLUB
D 39	172	AVENIDA SIMI	SENIOR CENTER	M/B	0.5	D	YES	0	0	1	1	1	2 CITY METAL BENCHES & SHELTER
D 40	110	TAPO CANYON ROAD	AVENIDA SIMI	S/W	0.1	D/B	YES	1	0	0	1	1	SIMI VALLEY LIBRARY
D 41	111	TAPO CANYON ROAD	ALAMO STREET	N/W	0.1	D/B	YES	1	0	1	1	0	CIVIC CTR (TRANSFER TO A, B, OR C)
D 42	173	ALAMO STREET	SANTA LUCIA STREET	N/W	0.3	D	YES	0	0	0	1	1	DEPT OF MOTOR VEHICLES
D 43	174	ALAMO STREET	SEQUOIA AVENUE	N/W	0.4	D	NO	0	0	0	1	0	GRASS NEEDS CONCRETE PAD
D 44	175	ALAMO STREET	GALENA AVENUE	N/E	0.1	D	NO	0	0	0	0	0	GRASS NEEDS CONCRETE PAD (REMOVE STOP)
D 45	176	ALAMO STREET	RESERVOIR DRIVE	N/E	0.5	D	YES	0	0	0	0	0	CHURCH
D 46	177	RESERVOIR DRIVE	MEADOWSTONE DRIVE	S/W	0.1	D	NO	0	0	0	0	0	GRASS NEEDS CONCRETE PAD
D 47	178	SYCAMORE DRIVE	SIMI HOSPITAL	M/B	0.5	D	YES	0	1	0	1	1	RECOVERY ZONE

CITY OF SIMI VALLEY FIXED-ROUTE SERVICE STOPS

APPENDIX D

Color Key	
Shelter Locations	= [Yellow Box]
Non Shelter Locations	= [Light Blue Box]
Duplicate Stop	= [Dotted Box]

ROUTE NO.	BUS STOP #	LOCATION		CORNER	DISTANCE	BUS USE	WHEEL CHAIR ACCESS	SHELTER	CONC BECH	TURBOOUT	INFO TUBE	CONC PAD	REF COMMENTS
D 48	179	ALAMO STREET	SYCAMORE DRIVE	N/W	0.1	D	YES	0	0	0	0	0	
D 49	180	ALAMO STREET	ROYAL HILLS COURT	S/E	0.2	D	YES	0	0	0	0	0	
D 50	181	ALAMO STREET	ATHERWOOD AVENUE	M/B	0.2	D	YES	0	0	1	0	1	ATHERWOOD COMMUNITY PARK
D 51	182	ALAMO STREET	BROADMOOR AVENUE	S/E	0.2	D	YES	0	0	0	0	1	
D 52	11	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.5	A/B/D	YES	0	0	1	1	0	SIMI VALLEY TOWN CENTER MALL (MALL BENCH & SHELTER)
D 53	12	JEFFERSON WAY	TOWN CENTER MALL	M/B	0.1	A/B/D	YES	0	0	0	1	0	LOWE'S
D 54	120	SIMI TOWN CENTER WAY	JEFFERSON WAY	N/W	0.3	D/B	YES	0	0	1	1	0	SIMI VALLEY TOWN CENTER MALL (MALL BENCH & SHELTER)
D 55	183	ERRINGER ROAD	COCHRAN STREET	S/W	0.3	D	YES	1	0	0	1	1	CHEVERON STATION
D 56	184	ERRINGER ROAD	LARCH STREET	S/W	0.2	D	YES	0	0	0	0	1	
D 57	185	ERRINGER ROAD	HEYWOOD STREET	S/W	0.5	D	YES	0	1	0	1	1	MEDICAL BUILDING
D 58	57	ROYAL AVENUE	RANCHO SIMI PARK	N/E	0.6	D/A	YES	0	1	0	0	0	RANCHO SIMI PARK
D 59	58	ROYAL AVENUE	CROCKER STREET	N/W	0.3	D/A	YES	0	1	0	0	0	ROYAL HIGH SCHOOL
D 60	59	ROYAL AVENUE	BUCKSKIN AVENUE	M/B	0.3	D/A	YES	0	1	0	0	0	ST ROSE OF LIMA CHURCH
D 61	60	ROYAL AVENUE	FIRST STREET	N/E	0.2	D/A	YES	0	0	1	0	0	
D 62	61	ROYAL AVENUE	EL MONTE DRIVE	M/B	0.4	D/A	YES	0	1	0	0	0	SINALOA MIDDLE SCHOOL
D 63	62	ROYAL AVENUE	SINALOA ROAD	N/W	0.1	D/A	YES	0	0	0	1	0	
D 64	63	ROYAL AVENUE	VAQUERO DRIVE	N/E	0.3	D/A	YES	0	0	0	0	0	24 HOUR FITNESS
D 65	143	MADERA ROAD	COUNTRY CLUB DR EAST	N/W	0.4	D	YES	0	1	1	0	0	
D 66	144	MADERA ROAD	SUNSET GARDEN LANE	N/W	0.2	D	YES	0	1	1	0	0	
D 67	145	MADERA ROAD	WOOD RANCH PARKWAY	N/W	0.2	D	YES	0	0	1	0	0	RALPH'S
D 68	186	PRESIDENTIAL DRIVE	RONALD REAGAN LIBRARY	M/B	0.3	D	YES	0	0	0	0	0	RONALD REAGAN LIBRARY AND MUSEUM
								5	14	15	30	18	TOTAL ROUTE D
		LOS ANGELES AVENUE	EXECTUTIVE WAY	M/B			YES	0	1	0	0	0	SERVICE STOP CLOSED
		LOS ANGELES AVENUE	GALT STREET				YES	0	1	0	0	0	SERVICE STOP CLOSED
		SIMI VALLEY METROLINK STATION					YES	1	0	0	1	0	SIMI VALLEY METROLINK/AMTRAK
								28	72	36	92	39	TOTAL