



May 15, 2025

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for Bus Mural Application Services

Overview

On July 25, 2022, the Orange County Transportation Authority Board of Directors approved an agreement with JG Images, Inc. to provide bus mural application services for a three-year initial term with two, two-year option terms. Board of Directors' approval is requested to exercise the first option term effective July 1, 2025 through June 30, 2027.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-2-2317 between the Orange County Transportation Authority and JG Images, Inc., to exercise the first option term, in the amount of \$260,000, to continue providing bus mural application services, effective July 1, 2025 through June 30, 2027. This will increase the maximum obligation of the agreement to a total contract value of \$610,000.

Discussion

The Orange County Transportation Authority (OCTA) provides countywide bus service to an area covering approximately 752 square miles. Service includes local fixed-route, paratransit service, community routes, OC Bus Rapid, and Stationlink Metrolink rail feeder service. OCTA promotes OC Bus service to Orange County residents and current customers with various communications and marketing campaigns throughout the year, which requires bus interior and exterior advertisement printing and installation. OCTA requires an outside firm to provide these services, as they cannot be performed in-house.

JG Images, Inc. (JG Images) currently provides the printing of large format vinyl prints, installation of prints at each of the four OCTA bus bases, and removal of all advertisements at the end of the campaign under an agreement that is set to

expire on June 30, 2025. In order to continue to provide these services, an amendment is required to exercise the first option term with JG Images.

Procurement Approach

The original procurement was handled in accordance with OCTA's Board of Directors' (Board)-approved policies and procedures for professional and technical services. On July 25, 2022, the Board approved the award of agreement with JG Images to provide bus mural application services. The original agreement was awarded on a competitive basis and includes a three-year initial term in the amount of \$350,000 and two, two-year option terms.

The proposed Amendment No. 1 is to exercise the first option term through June 30, 2027, which will allow JG Images to continue to provide bus mural application services. The budget for this amendment is \$260,000, which is based on current and anticipated usage for bus mural application services. In accordance with the current agreement, the option term rates will remain the same as was originally negotiated. Exercising the first option term will allow JG Images to continue providing bus mural application services through June 30, 2027.

Fiscal Impact

The project will be included in OCTA's Proposed Fiscal Year 2025-26 Budget, pending Board approval, People and Community Engagement Division, account nos. 1837-7519-A3311-CRB, 1837-7519-A3311-1GI, and 1837-7631-EA710-TQA.

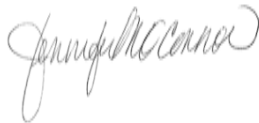
Summary

Staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-2-2317 between the Orange County Transportation Authority and JG Images, Inc., to exercise the first option term in the amount of \$260,000, to continue providing bus mural application services effective July 1, 2025 through June 30, 2027. This amendment will increase the maximum obligation of the agreement to a total contract value of \$610,000.

Attachment

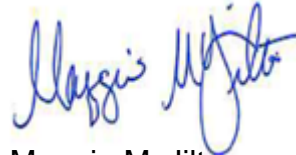
A. JG Images, Inc., Agreement No. C-2-2317 Fact Sheet

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