

Review of Proposals  
RFP 5-4117 Bus Stop Electronic Signage Expansion Project  
Presented to Transit Committee - December 11, 2025

**ATTACHMENT A**

4 firms proposed, 2 firms were interviewed, 1 firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Total Firm-Fixed Price
1	83	Urban Solar Corporation Victoria, British Columbia	Axentia Technologies AB ShelterCLEAN Services, Inc.	Higher-ranked firm. Relevant experience providing solar units and electronic signage (eSignage) devices for similar projects. Proposed the same team that implemented in the current 26 devices, including the Chief Executive Officer and President. Proposed to use two subcontractors for digital displays (military grade) and with local staff to provide support/maintenance. Proposed to continue to use ShelterCLEAN for onsite maintenance services. Proposed project manager has four years of experience and has been with the firm for four years. Proposed key staff has relevant and current experience. Proposed a clear, well-organized work plan demonstrating a strong understanding of the scope and OCTA's operational requirements. Demonstrated experience with existing Orange County Transportation Authority (OCTA) project and solar concerns. Demonstrated an understanding of the level of effort required for the project. Presented approach and provided responses to questions. Received positive responses from references. Proposed lowest total firm-fixed price.	\$1,537,918
2	79	Entourage Partners, LLC, doing business as Papercast North America Saint Petersburg, Florida	ITES MEDIA, Inc. Triangle Services, LLC, doing business as Shelter Clean NEXIEN, LLC Peacock Systems, LLC	Relevant experience providing solar units and eSignage devices for similar projects. Currently provides eSignage devices and hosted Content Management System. Proposed a qualified project team with clear roles, including a Quality Control Manager from the prior implementation. Proposed to use several subcontractors, for ITEStransit Content Management System, to provide intallation and maintenance. Proposed project manager has 12 years of experience. Proposed key staff has relevant experience, including the Quality Control Manager who was part of the prior implementation. Proposed a clear, well-organized work plan demonstrating a strong understanding of the scope and OCTA's operational requirements. Proposed a detailed project schedule with defined milestones, deliverables, and staff responsibilities for each phase of implementation. Presented approach and answered questions during the interview. Received positive responses from references. Proposed higher total firm-fixed price.	\$2,287,029

**Evaluation Panel:**

**Internal:**

Contracts Administration and Materials Management (1)  
Information Systems (1)  
Transportation Modeling (1)  
Operations (1)

**External:**

City of Santa Ana (1)

**Proposal Criteria**

Qualifications of the Firm  
Staffing and Project Organization  
Work Plan  
Cost and Price

**Weight Factors**

20%  
25%  
30%  
25%