

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JEREMY GUNDY, DEPUTY DIRECTOR – FIELD SERVICES,
TRANSPORTATION AND PUBLIC WORKS
SUBJECT: APPROVAL OF AMENDMENT TO BLANKET PURCHASE
ORDER 170867 WITH CIVIC PROUD ENTERPRISES, INC. DBA
FASTSIGNS

AGENDA ACTION: MOTION

RECOMMENDATION

The Transportation and Public Works and Finance Departments recommend that the Council, by motion, approve the Third Amendment to Blanket Purchase Order 170867 with Civic Proud Enterprises, Inc. dba FASTSIGNS of Santa Rosa and Petaluma (FASTSIGNS), California to extend the term and increase compensation in the amount of \$85,000, for a total not to exceed amount of \$185,000, and authorize the Purchasing Agent to execute the changes to the Blanket Purchase Order. This item has no impact on current fiscal year budget.

EXECUTIVE SUMMARY

The Transportation and Public Works Department has an ongoing need for graphic design, decal removal and installation for City vehicles.

GOAL

This item relates to the Council Goal for core service. Providing vehicle and equipment identification is a core service of the Fleet Maintenance Division of the City of Santa Rosa.

BACKGROUND/PRIOR COUNCIL REVIEW

On October 31, 2023, Purchasing Staff solicited a Request for Quote (RFQ) 23-63 for vehicle decal creation and installation.

On December 5, 2023, the Purchasing Agent approved the award and issuance of Blanket Purchase Order (BPO) 170867 to FASTSIGNS of Santa Rosa, California for a one-year term with four (4) one-year extensions in the amount of \$45,000.

APPROVAL OF AMENDMENT TO BLANKET PURCHASE ORDER 170867 WITH
FASTSIGNS
PAGE 2 OF 3

On October 10, 2024, the Purchasing Agent approved an extension of BPO 170867 for one year with no changes to vendor pricing and no addition of funds.

On June 24, 2025, the City Manager approved an increase in compensation in the amount of \$55,000.

ANALYSIS

As of October 21, 2025, BPO 170867 has a balance of \$8,788.30 which is insufficient to carry through a one-year extension. The one-year spend on the BPO was \$68,330.34. The vendor is willing to hold pricing with no increase to current rates. However, the vendor is reserving the option to provide 90 days' notice of an intent to increase pricing by no more than 10% percent due to the volatility of material pricing caused by tariffs.

For example, imported adhesive vinyl wraps, a common material used in car wraps, are subject to a 5.8% percent tariff under U.S. International Trade Commission (USITC) HTS Code 3919.10.20. The passage of tariff Section 301 places an additional 25% percent tariff which is a total increase of 30.8% percent. In addition, imported printer ink, another common material used in vehicle decals, is subject to a 1.8% percent tariff under HTS Code 3215.11.90. Tariff Section 301 places an additional 25% percent increase, which is an increase of 26.8% percent.

The vendor has decided to absorb these cost increases but may not be able to continue through the one-year extension period should circumstances change. They have not increased prices since the issuance of the BPO in 2023.

Due to the potential 10% percent increase in price, as well as a contingency amount added to the BPO, the compensation increase of \$85,000 will be sufficient to fund the BPO for an additional year.

FISCAL IMPACT

Funds are included in Fiscal Year 2025-26 adopted budget with various departments under various charge codes. There is no direct fiscal impact on the general fund.

ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the recommended action is not a "project" subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the recommended action is exempt from CEQA pursuant to CEQA Guidelines section 15061(b)(3) because it can be seen with certainty that there is no possibility that the recommended action may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

None.

PRESENTER(S)

Zac Brand, Fleet Superintendent - Transportation and Public Works