



# AGENDA REPORT

**TO:** Jestin D. Johnson  
City Administrator

**FROM:** Josh Rowan, Director  
Department Transportation

**SUBJECT:** Purchasing Contract – Traffic  
Maintenance Materials

**DATE:** November 10, 2025

City Administrator Approval

  
Jestin Johnson (Nov 20, 2025 18:12:44 PST)

Date:  
11/20/2025

## RECOMMENDATION

**Staff Recommends That The City Council Adopt A Resolution 1)  
Authorizing The City Administrator To Award A Contract To Safeway Sign, Inc., To Furnish Traffic Sign-Making And Pavement Marking Supplies and Materials In An Amount Not To Exceed Two Million Five Hundred Thousand Dollars (\$2,500,000.00) For A Five-Year Period Expiring No Later Than June 30, 2031 In Accordance With Specification No. 25-801-00/Request For Quotation No. 347535,1 And The General Conditions On File In the Purchasing Section And The Contractor's Bid; And 2) Waiving The Local/Small Local Business Program Requirements.**

## EXECUTIVE SUMMARY

Adoption of the proposed resolution authorizing the City Administrator to award a contract to Safeway Sign, Inc. will provide traffic maintenance equipment, materials, and supplies needed to replace deteriorated, damaged, or missing street signs and pavement markings. This contract will ensure that the City can maintain clear, visible, and compliant signage and pavement markings on Oakland streets to support public safety, traffic operations, and overall roadway maintenance standards. Regular replacement and upkeep of these signs and markings are essential to protecting pedestrians, cyclists, and motorists while preserving the City's infrastructure integrity.

## BACKGROUND/LEGISLATIVE HISTORY

The Oakland Department of Transportation (OakDOT) Safe Streets Division is responsible for the installation, maintenance, and replacement of street signs and pavement markings to guide and ensure safety for pedestrians, cyclists, and motorists. Properly maintained street signs and pavement markings are critical for preventing collisions, improving traffic flow, and ensuring compliance with traffic laws and roadway design standards.

To maintain efficiency, the Division keeps a 90-day stock of sign materials, mounting hardware, pavement marking materials, and other essential supplies to meet maintenance and replacement demands. Additional materials are ordered as needed to respond to unanticipated damage from collisions, vandalism, severe weather, and other emergencies. This contract will ensure that OakDOT has uninterrupted access to the materials and supplies required to meet the above-stated needs.

## **ANALYSIS AND POLICY ALTERNATIVES**

On April 25, 2025, Specification No. 25-801-00/RFQ 347535,1 for the procurement of traffic sign and pavement marking supplies and materials was posted on the City's website and advertised in the City's official newspaper in accordance with Oakland Municipal Code (OMC) 2.04.050. By May 19, 2025, the City received two (2) bids from non-local business enterprises: Safeway Sign, Inc. and Pacific Products and Services, LLC.

Based on the information provided in response to Specification No. 25-801-00/RFQ 347535,1, Safeway Sign, Inc., a non-local business enterprise based in San Bernardino County, CA, was deemed the lowest responsive and responsible bidder. Pacific Products and Services, LLC did not respond to all line items and failed to provide the required requested documentation, preventing a full evaluation of their responsiveness and responsibility.

Adoption of the proposed resolution will authorize the City Administrator to award a contract to Safeway Sign, Inc. in an amount not to exceed two million five hundred thousand dollars (\$2,500,000.00) to provide traffic maintenance supplies and materials for traffic signs, poles, anchors, vinyl sheeting, and pavement markings. It will also allow the City to advance Citywide priorities as follows:

- 1. Vibrant and Sustainable Infrastructure:** This contract will uphold and maintain traffic signage standards for the City's roadway infrastructure including visibility/legibility, structural integrity, and overall aesthetics.
- 2. Holistic Community Safety:** The contract will uphold and maintain roadway safety in the City's street network by ensuring the presence of appropriate traffic signs.
- 3. Responsive, Trustworthy Government:** This contract will enable the Safe Streets Division to respond to the public's request for roadway safety improvements and mitigations.

## **FISCAL IMPACT**

The proposed contract will be funded primarily by the OakDOT Safe Streets Division operating budget. About \$1.8 million was included and is available in the Adopted FY2025-2027 Budget in the funding codes noted below. Funding for the remaining amount of the contract is anticipated in future budget cycles and contingent upon funding availability.

Project: 1003469  
Organization: 35241  
Account: 540XX  
Fund: 2218/2219

In addition to the operating budget, funds may also come from specific projects that require traffic maintenance materials and supplies.

The approval of this proposed resolution will not result in additional appropriation of funds. Funds will be identified prior to execution of each standard purchase order.

### **PUBLIC OUTREACH / INTEREST**

This requirement was posted on the City's website and advertised in the City's official newspaper. No additional public outreach was required.

### **COORDINATION**

OakDOT consulted with the Controller's Bureau Purchasing Section, the Finance Department, and the City Attorney's Office in the preparation of this report.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** No economic sustainable opportunities have been identified.

**Environmental:** The award of this contract complies with the City's Environmentally Preferable Purchasing Policy. Street signs, posts, and pavement striping equipment are manufactured from durable, fully recyclable metals. At the end of their service life, these materials can be dismantled and turned in for scrap recycling in accordance with the City's Environmentally Preferable Purchasing Policy. All metal components are treated with a non-toxic powder coating and enamel that meet Environmental Protection Agency (EPA) standards, ensuring both long-lasting performance and environmental compliance.

**Race and Equity:** No race and equity opportunities have been identified.

**ACTION REQUESTED OF THE CITY COUNCIL**

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The Local/Small Local Business Program Requirements.**

For questions regarding this report, please contact Ronald Bryant at 510-295-5247.

Respectfully submitted,

  
Josh Rowan (Nov 19, 2025 13:44:19 PST)

**JOSH ROWAN**  
Director

Reviewed by:  
Megan Wier, Assistant Director

Joe Wang  
Manager, Safe Streets Division

Prepared by:  
Ronald Bryant  
Public Works Supervisor II  
Complete Streets Maintenance Section

Attachments (2):

- A. Award Recommendation Statement and Bid Recap
- B. Safeway Sign Company's 2025 City of Oakland Business Tax License