



**CITY OF NOVI CITY COUNCIL  
MAY 10, 2021**

**SUBJECT:** Approval to award the purchase and installation of five vehicle graphic wraps for Older Adult Services Transportation to Signarama in the amount of \$14,307.65.

**SUBMITTING DEPARTMENT:** Parks, Recreation & Cultural Services

<b>EXPENDITURE REQUIRED</b>	<b>\$ 14,307.65</b>
<b>AMOUNT BUDGETED</b>	<b>\$ 15,000</b>
<b>APPROPRIATION REQUIRED</b>	<b>\$ 0</b>
<b>LINE ITEM NUMBER</b>	<b>208-695.00-960.570</b>

**BACKGROUND INFORMATION:** The creation of a Special Outreach Services (SOS) program focused on increasing engagement and delivering support services and resources to senior citizens and residents in Novi with special needs or accessibility challenges was announced at the March 22, 2021 City Council meeting by Mayor Gatt. An immediate action item identified by staff was enhancement of the Senior Transportation Program.

In October 2020, the OAS Transportation Program installed a graphics wrap on the 2020 Dodge Grand Caravan. The purpose of the vehicle wrap was to provide visibility for passengers and to bring awareness to the community of the OAS Transportation program. The wrap has been well received by passengers and the community alike as riders have commented the vehicles are much easier to identify.

The OAS fleet includes six vehicles in addition to the Dodge Grand Caravan. Staff is recommending utilizing Signarama, the vendor that wrapped the first vehicle, to install graphics on an additional five vehicles. The 2016 Dodge Grand Caravan is not included as it is scheduled for replacement in FY 22-23. Attached are the vehicle wrap designs. Please note the design is the same for both Ford Transits.

<b>Vehicle</b>	<b>Cost</b>
2020 Ford E450 Bus	\$3,949.96
2020 Ford Escape Hybrid	\$1,371.49
2019 Ford Transit 350HD	\$3,001.56

2017 Ford Transit 350HD	\$3,001.56
2015 Dodge Ram van	\$2,983.08
<b>Total</b>	<b>\$14,307.65</b>

**RECOMMENDED ACTION:** Approval to award the purchase and installation of five vehicle graphic wraps for Older Adult Services Transportation to Signarama in the amount of \$14,307.65.

Created Date: 7/30/2020

**DESCRIPTION:** 2018 Ford Transit HT

**Bill To:** City of Novi Recreation  
45175 Ten Mile Road  
Novi, MI 48375  
US

**Pickup At:** Signarama of Novi  
49677 Grand River  
Wixom, MI 48393  
US

**Requested By:** Jessica Mistak  
Email: [jmistak@cityofnovi.org](mailto:jmistak@cityofnovi.org)

**Salesperson:** Sheryl Agrusa  
Email: [Sheryl@signarama-novi.com](mailto:Sheryl@signarama-novi.com)  
Entered By: Sheryl Agrusa

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	<b>Vehicle #125/8 2018 Ford Transit HT</b>	1	\$3,001.56	\$3,001.56
1.1	DP Window Perf - 70/30 - Passenger window perf 110"X30"			
1.2	Roll to Roll Printing - Printing 110"X30"			
1.3	DP Window Perf - 70/30 - Passenger Doors 34"W X 72"			
1.4	Roll to Roll Printing - Printing 34"X 72"H			
1.5	DP Window Perf - 70/30 - Driver Side window perf 150"W X 30"			
1.6	Roll to Roll Printing - Printing 150"W X 30"			
1.7	DP Window Perf - 70/30 - Back window perf 64"W X36"H			
1.8	Roll to Roll Printing - Printing 64"W X 36"H			
1.9	Arlon SLX Cast Wrap and Laminate - Vinyl Wrap Sides 244"W X 40"H			
1.10	Roll to Roll Printing - Qty 2 Printing Sides 244"W X 40"H			
1.11	Arlon SLX Cast Wrap and Laminate - Vinyl Wrap Back 76"W X 42"H			
1.12	Roll to Roll Printing - Printing Back 76"X42"			
1.13	Installation - Installation  <b>Notes:</b> Vehicle should be clean on day of installation (or a cleaning fee will apply) Installation to be at Signarama 49677 Grand River Ave Wixom			
1.14	Design / Layout - Design/Set up			
2	<b>Vehicle #135/5 Dodge Ram 2500</b>	1	\$2,983.08	\$2,983.08
2.1	Arlon SLX Cast Wrap and Laminate - Vinyl Wrap Sides (Qty. 2) 190"W X 48"H			
2.2	Roll to Roll Printing - Digitally Printed & Laminated			
2.3	Arlon SLX Cast Wrap and Laminate - Wrap Vinyl Back 80"W X 40"H			
2.4	Roll to Roll Printing - Digitally Printed & Laminated			

2.5	DP Window Perf - 70/30 - Driver & Passenger Side Window Perf (Qty. 2) 138"W X 28"H			
2.6	Roll to Roll Printing - Digitally Printed			
2.7	DP Window Perf - 70/30 - Back Window Perf 68"W X 28"H			
2.8	Roll to Roll Printing - Digitally Printed			
2.9	HP Optimal GRP Vinyl - Driver & Passenger Door Logos 11"W X 16"H (Qty 2)			
2.10	Roll to Roll Printing - Digitally Printed & Laminated			
2.11	Vinyl - Cut Intermediate - Rear: Tagline Black cut vinyl 60"W X 3"H			
2.12	Installation - Installation			
2.13	Design / Layout - Design Set up			
<b>3</b>	<b>Vehicle #201/9 2019 Ford Transit 350 GD</b>	<b>1</b>	<b>\$3,001.56</b>	<b>\$3,001.56</b>
3.1	DP Window Perf - 70/30 - Passenger window perf 110"X30"			
3.2	Roll to Roll Printing - Printing 110"X30"			
3.3	DP Window Perf - 70/30 - Passenger Doors 34"W X 72"			
3.4	Roll to Roll Printing - Printing 34"X 72"H			
3.5	DP Window Perf - 70/30 - Driver Side window perf 150"W X 30"			
3.6	Roll to Roll Printing - Printing 150"W X 30"			
3.7	DP Window Perf - 70/30 - Back window perf 64"W X36"H			
3.8	Roll to Roll Printing - Printing 64"W X 36"H			
3.9	Arlon SLX Cast Wrap and Laminate - Vinyl Wrap Sides 244"W X 40"H			
3.10	Roll to Roll Printing - Qty 2 Printing Sides 244"W X 40"H			
3.11	Arlon SLX Cast Wrap and Laminate - Vinyl Wrap Back 76"W X 42"H			
3.12	Roll to Roll Printing - Printing Back 76"X42"			
3.13	Installation - Installation  <b>Notes:</b> Vehicle should be clean on day of installation (or a cleaning fee will apply) Installation to be at Signarama 49677 Grand River Ave Wixom			
3.14	Design / Layout - Design/Set up			
<b>4</b>	<b>Vehicle #205/14 2020 Ford E450 Bus</b>	<b>1</b>	<b>\$3,949.96</b>	<b>\$3,949.96</b>
4.1	Arlon SLX Cast Wrap and Laminate - Wrap Sides 180"W X 60"H (Qty. 2)			
4.2	Roll to Roll Printing - Digitally Printed & Laminated			
4.3	Arlon SLX Cast Wrap and Laminate - Wrap Sides: Cab 78"W X 34"H			
4.4	Roll to Roll Printing - Digitally Printed & Laminated			
4.5	Arlon SLX Cast Wrap and Laminate - Wrap Vinyl Back 94"W X 48"H			
4.6	Roll to Roll Printing - Digitally Printed & Laminated			
4.7	Vinyl - Cut Intermediate - Sides: Senior Transportation Black cut vinyl (Qty. 2) 102"W X 6H'			
4.8	HP Optimal GRP Vinyl - Back Vinyl 56"W X 10"H			
4.9	Roll to Roll Printing - Digitally Printed & Laminated			
4.10	DP Window Perf - 70/30 - Side Window Perf (Qty. 6) 45"W X 35"H			
4.11	Roll to Roll Printing - Digitally Printed			
4.12	DP Window Perf - 70/30 - Back Window Perf (Qty. 2) 22"W X 22"H			
4.13	Roll to Roll Printing - Digitally Printed			
4.14	Installation - Installation			
4.15	Design / Layout - Design Set up			

<b>5</b>	<b>Vehicle #207/12 2020 Ford Escape Hybrid</b>	<b>1</b>	<b>\$1,371.49</b>	<b>\$1,371.49</b>
5.1	HP Optimal GRP Vinyl - Driver & Passenger Door 9.5"W X 15.5"H (Qty. 2)			
5.2	Roll to Roll Printing - Digitally Printed & Laminated			
5.3	HP Optimal GRP Vinyl - Sides: Rear Door Vinyl 31"W X 5.5"H			
5.4	Roll to Roll Printing - Digitally Printed & Laminated			
5.5	HP Optimal GRP Vinyl - Front of Vehicle 32"W X 5"H			
5.6	Roll to Roll Printing - Digitally Printed & Laminated			
5.7	Arlon SLX Cast Wrap and Laminate - Sides: Wrap 180"W X 23"H (Qty. 2)			
5.8	Roll to Roll Printing - Digitally Printed & Laminated			
5.9	Arlon SLX Cast Wrap and Laminate - Back Wrap Vinyl 69"W X 20"H			
5.10	Roll to Roll Printing - Digitally Printed & Laminated			
5.11	DP Window Perf - 70/30 - Back Window Perf 50"W X 13"H			
5.12	Roll to Roll Printing - Digitally Printed			
5.13	Vinyl - Cut Intermediate - Back Tagline 42"W X 2"H Black Cut Vinyl			
5.14	Installation - Install			
5.15	Design / Layout - Design Set up			

<b>Subtotal:</b>	<b>\$14,307.65</b>
<b>Taxes:</b>	<b>\$0.00</b>
<b>Grand Total:</b>	<b>\$14,307.65</b>

Thank you for your business! We are excited to be working with you on your project!

All orders are fully custom. Orders under \$300 require payment in full at time of order, orders over \$300 require a 50% deposit at time of order and 50% balance due at time of completion.

***Get this for as little as \$529.38 per month. Ask us for details.***

Warranty - one year on all parts and labor barring vandalism or acts of God.

Prices do not include permit fees or primary electrical to signs - if applicable.

Prices do not include stamped engineering drawings, site plans, ZBA or planning commission meetings nor any verbal agreements expressed or implied. Unusual digging conditions or unseen obstructions will be billed additionally at reasonable rates.

The above described signage will remain the property of Signarama until paid for in full. Signarama reserves the right to remove signage after 90 days from the date of installation for non-payment. The purchaser agrees to hold Signarama harmless for any and all liabilities involving the removal of signage, whatsoever.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

City of Novi - Vehicle Graphics #207 - 5151 - 001

Customer Name - Product - Revision #

**CONCEPT ART**

1 QUANTITY  LAMINATE  GLOSSY  ON BOTH SIDES  NO LAMINATE  MATTE  ON ONE SIDE

Wrap Vinyl + Vinyl + Perf MATERIAL N/A THICKNESS 3/30/2021 Date

2020 FORD ESCAPE HYBRID



PANTONE 286C PANTONE 125C

City of Novi - Vehicle Graphics #135 - 5151 - 001

Customer Name - Product - Revision #

EST - 5151  
EST / INV #

**CONCEPT ART**

PROOF 1 OF 3

#135 - DODGE RAM 2500

3/30/2021 Date



PANTONE 286C PANTONE 125C



3/31/2021

Date



3/31/2021

Date

