



City of Waukesha
 201 Delafield Street
 Waukesha, WI 53188
 Tel: 262.542.3700
 waukesha-wi.gov

City of Waukesha Cover Sheet

Committee: Transit Commission Meeting	Transit Commission Meeting Date: 5/21/26
ID Number: #26-03634	Ordinance/Resolution Number (if applicable): N/A
Department Submitting: Public Works - Transit	Submission Date: 6/2/26
Agenda Item Title: Review and Act on Proposed Purchase of Replacement Passenger Signs at Transit Center	

Issue Before the Council:

This item is to review and act on the proposed purchase of eight (8) bus bay passengers signs and one (1) lobby display sign from GMV, Transit's AVL vendor, for a total of \$99,985. The signs provide real time bus arrival. The lobby sign also allows for other messaging such as rider alerts, weather and other service announcements. The new bus bay signs will include a new feature of push button annunciators for visually impaired passengers.

After an extensive review, it was determined that this project would be a sole source due to several factors listed below.

1. GMV only uses one outdoor sign manufacturer/model as there is a lot of engineering, testing, etc. needed to ensure their system can work properly with the signs.
2. The system/signs must integrate with GMV's AVL system to function properly to receive the real time data from the buses. To ensure compatibility, vendors would need to have a prior successful installation with GMV. Only one integrator has worked with GMV.
3. Transit requested the quote from the other integrator back in February and never heard back from the firm. This is likely because the scope of the project is much smaller than other transit systems' projects.
4. GMV would still need to charge integration fees to ensure the project is successful and those fees would range between \$10,000-\$25,000 without any customization and could potentially be higher.
5. It would add complexity to project and ongoing operation including: adding more points of potential failure, staff have to use two different programs to distribute messaging & monitor sign health, etc.

This price quote is substantially under the CIP approved budget of \$225,000. This is partly due to GMV providing 2021 pricing that was included in their original AVL proposal in 2021 as

an option which is 25% below current pricing and includes the lobby monitor for free. To further save on the project, the plan is to have the City Garage Sign Crew install the bus bay signs and transit maintenance install the lobby sign which lowered the quote by over \$25,000. Some additional costs aside from this purchase may be incurred for the project but those costs are estimated to be less than \$10,000 and may not be needed at all.

Options & Alternatives:

One option is to sole source the entire project to GMV (install, etc) but that would increase the cost paid to GMV by over \$28,000. Another option would be to go out for bid/RFP, but it is very likely GMV would be the sole proposer and they would not offer the 2021 pricing nor the free lobby sign which would increase the purchase price by at least \$45,000.

What is the Strategic Plan Priority this item relates to:

People Centered Development

What impact will this item have on the Strategic Plan Priority?

This project enhances the riding experience for the passengers waiting for the buses as they will know when their bus will be coming and includes the ADA push button annunciator, a great enhancement for visually impaired passengers.

Financial Remarks:

Federal funds will pay \$79,988 of the purchase (80%) with the remaining \$19,997 from the City share of Transit Operations which will be reimbursed by using federal relief funds so the net cost for the City is \$0. Additional costs up to \$10,000 for this project could be incurred but may not be needed. This purchase is significantly under the approved CIP budget of \$225,000.

Executive Recommendation:

Recommend approval.

Reviewed By:

City Attorney Brian Running	Date Reviewed
Finance Director Joseph P. Ciarro	Date Reviewed
City Administrator Anthony W. Brown <i>Anthony Brown</i>	Date Reviewed 05/18/2026