

BART Railcar Fleet Cushion and Cover Assemblies



**Board Briefing
November 17, 2011**

BART has a seat condition issue

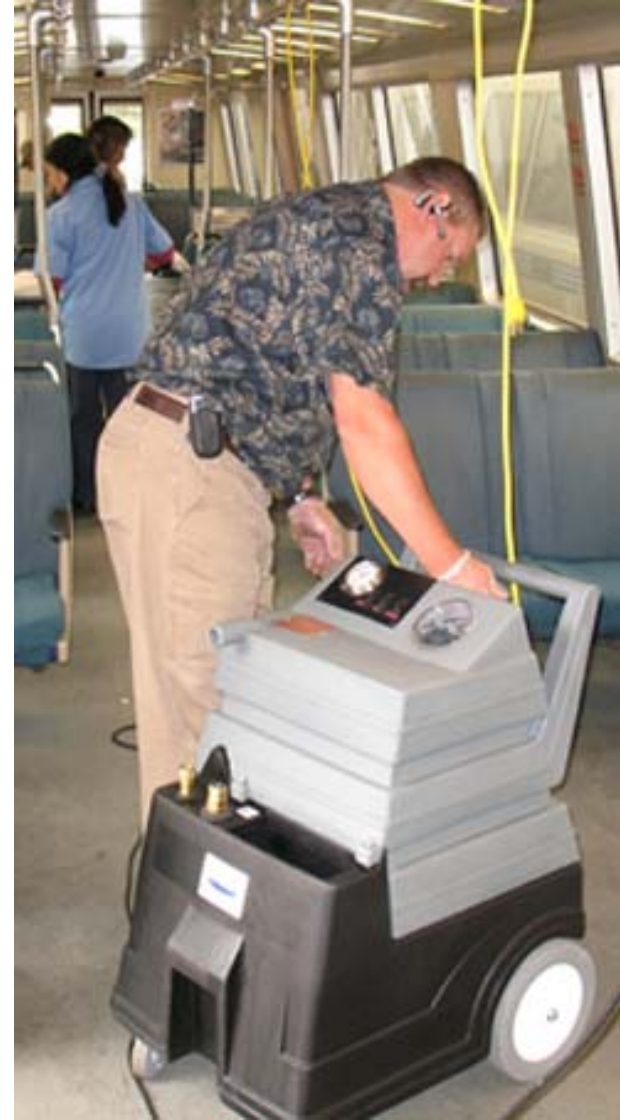
- The current wool-based fabric seats have a short life, and look, feel, and smell bad quickly
- Recent NY Times article highlighted the inherent high potential for germs to be retained in the existing fabric
- Maintaining the existing design is extremely costly, even with the poor results



Now is the time to change seating material

Opportunity to try alternative materials to upgrade maintainability

- Improved appearance
- Improved germ resistance
- Lower cost



New seats will support on-going interior upgrades

- Ensure continuity for the ARRA Car Interior Capacity Expansion project
- Implement seat replacement program - We want to be responsive to patron concerns, and provide a solution





Design Objectives

Noticeable Change

Invite positive sensory response

Visible differences

- material
- color
- tailoring

Invisible differences

- fire safety
- durability
- cleanability
- sustainability

What our customers have told us in the Seat Lab Studies

- Cleanliness was primary concern
 - Rated “very important” by 81% of respondents
- Clear preference for Vinyl





SEAT LAB

... “love the vinyl” selected by 62% of visitors.

BART has specified Omnova PreVail

- Designed for Mass Transit, with enhanced tear and abrasion resistance
- PreFixx Extreme, a top coating for durability, graffiti resistance and cleanability
- Individual materials meet industry-standard fire, smoke, and toxicity requirements
- A burn test must be conducted on a full seat assembly after contract award.

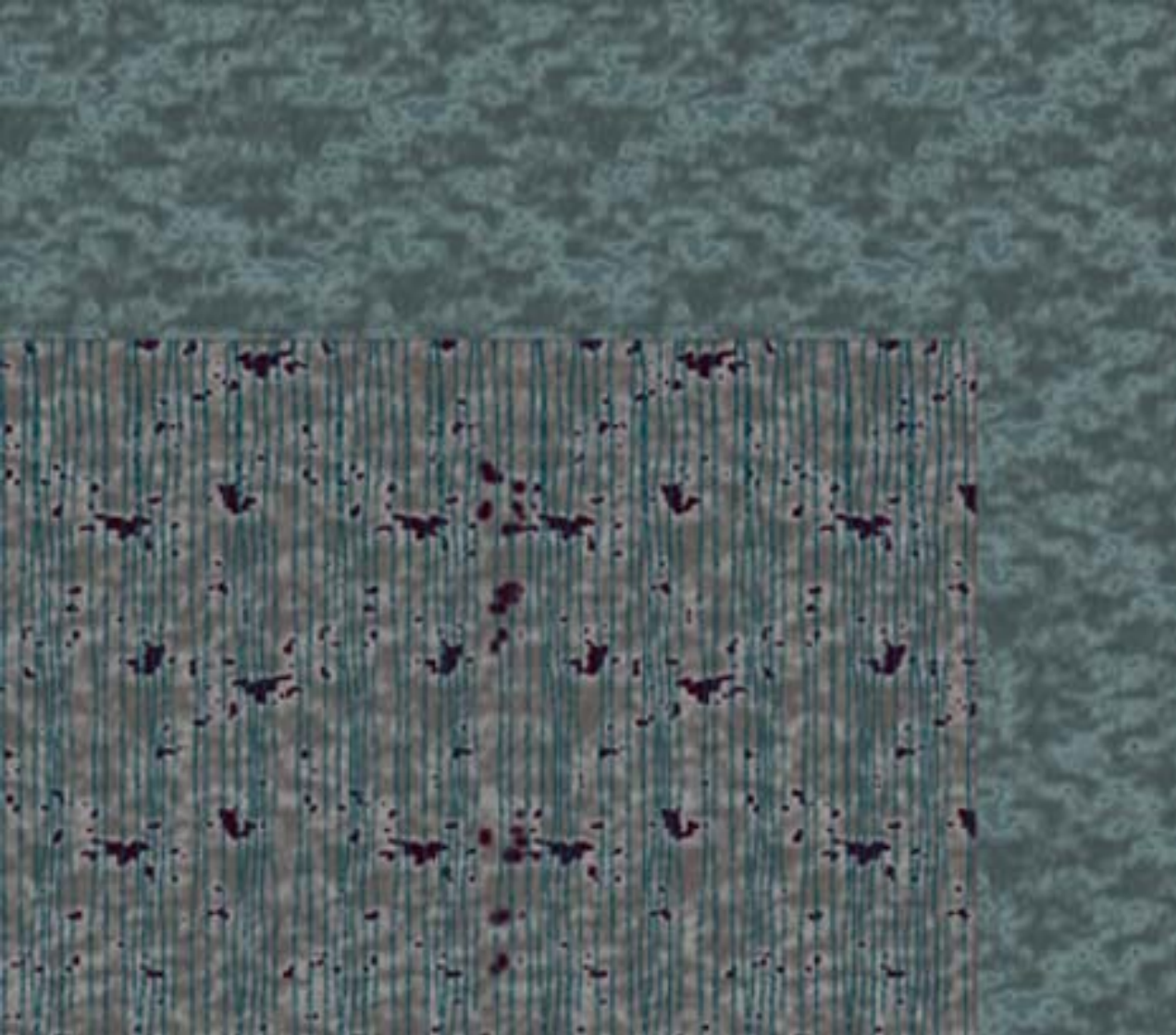


Omnova's commitment to sustainability

Vinyl has a bad reputation, but Omnova is leading the industry in developing sustainable vinyl systems

- Omnova manufacturing process traps and recycles harmful vapors to prevent release during production
- Omnova led the industry by reclaiming used wall covering material and **has committed to initiate an end-of-life reclamation program for BART vinyl seats**





Water, Wine, Waves

. . . Bay Area Centric Design

The Bay, Pinot Noir, Lines of Activity



*Color palette reflects the Bay Area environs
Distinctive center identifies individual space*

Implementation

Let customer response trigger expansion

- 100-Car trial (April – July 2012)
 - 20 with new flooring
 - 20 with new carpets
 - 60 with older interiors
- Survey: If positive response, expand the order

IFB 8899 Procurement of seat cushions and covers

- 100 carset Base order
- 100 carset Option
 - can be executed within 90 days of first production delivery
- Estimated quantity contract +/- 50% of price



Request



Board approval of the motion before you

Procurement of Seat Cushions and Covers

- IFB 8899 was released October 6, and bids were opened November 1
- Sent to nine (9) prospective bidders
- Four (4) bids received
- Lowest apparent bidder: Sedia Inc., Glendale, WI
 - Base bid (100 carsets): \$972,617 including tax
 - Option bid (100 carsets): \$972,617 including tax
 - Total Bid (200 carsets): \$1,945,234 including tax
- Engineering Estimate: \$2,628,100 (200 carsets)
- Higher than bids, due to BART's first bid for non-fabric seats. Bids exhibited significant savings in material and labor for vinyl.

Material Comparison

	Cost	Expected Life	Annual Cleaning (outside Contract)	Germ Resistance
Existing Wool-based fabric	\$15.5k / car ⁽¹⁾	3 years	\$600k	Poor
New Synthetic Fabrics	\$16k / car ⁽²⁾	Unknown	\$350k	Moderate
Vinyl	\$9k / car ⁽³⁾	7 - 10 years	<\$100k	Very Good
<i>(1) Most recent bid for wool seats (IFB 8887, March 2011)</i>				
<i>(2) Estimate based on manufacture statement that synthetics are \$4.00 more per yard than wool</i>				
<i>(3) Current low bid for vinyl seats (IFB 8899, November 2011)</i>				

Conclusion:

Vinyl offers the best value, longest life, and lowest maintenance cost