

Request for Proposals to CITY OF PALM DESERT

FOR ON-CALL TRAFFIC SIGNAL MAINTENANCE & EMERGENCY RESPONSE SERVICES
RFP# 2025-RFP-192



Request for Proposal to the City of Palm Desert

Presented by: St Francis Electric

2100 Iowa Avenue, Riverside, CA 92507

"Experience, Quality & Reliability..."

Due by: June 25, 2025 @ 2:00 p.m.

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1. Cover Letter

June 25, 2025

Julia Breyer – Project Manager
City of Palm Desert
73-510 Fred Waring Drive
Palm Desert, CA 92260



RE: On-Call Traffic Signal Maintenance & Emergency Response Services RFP# 2025-RFP-192

Dear Ms. Breyer,

St. Francis Electric, LLC (herein after referred to as SFE) is pleased to respond to the Request for Proposals for On-Call Traffic Signal Maintenance & Emergency Response Services to the City of Palm Desert. SFE agrees to provide services outlined in the RFP in providing routine traffic signal maintenance, emergency repairs, non-emergency routine inspections, and new equipment upgrade and installation work as proposed to the City of Palm Desert. Our service will significantly reduce the frequency of malfunction/operational complaints and extend the useful life of the City's (104) traffic signals and other traffic signal appurtenances. SFE will maintain a 24-hour per day emergency response service (1-844-LIGHT88) to respond to emergency callouts within (2) hours under normal conditions.

SFE believes it is the best qualified to provide such services to the City of Palm Desert as our team has experience providing these exact services to your City for over 10 years and has over 30 years of traffic signal & streetlighting routine and emergency response experience combined in providing these services to your neighboring cities and throughout California. SFE is a California licensed and bonded Class **"A-General Engineering" and "C-10 Electrical"** contractor (CA license #1003811). SFE has a long history (Since 1946) of servicing California's transportation and electrical needs proving to be a beneficial resource when dealing with everyday maintenance and operations. Having a core business of traffic signal installation and maintenance, SFE has established itself as one of the top electrical service providers in California with satellite office locations in Riverside, San Leandro, Napa, Gilroy, and Woodland. SFE has similar contracts in Southern California in the Cities of Indian Wells, La Quinta, Lancaster, Palm Springs, & Rialto to name a few in this region.

Our company currently has over 250 employees including a solid team of skilled IMSA certified traffic signal technicians, electricians, CA licensed traffic & civil engineers, project managers & project coordinators. We have also aligned ourselves with reputable subcontractors in this area such as: Sierra Pacific Electrical (intersection mods & underground utility) and Smithson Electric (loop detector installation) in order to offer the best services from around the industry. SFE sets high standards in customer service with regards to safety, time & budget. We constantly monitor our staff and subcontractors' service quality to satisfy our clients and ultimately lead to better & safer living conditions for the citizens.

We thank you for giving SFE the opportunity to present this RFP and look forward to continue a working partnership with the City of Palm Desert. Shenoa Townsend is the Project Manager designated for the City of Palm Desert (email – shenoa.townsend@sfe-inc.com; phone 951-906-7626). Jill Petrie is the SoCal Area Manager authorized to negotiate compensation. She is available at 2100 Iowa Ave, Riverside, CA 92507 and (951) 203-4586. This contract would be managed by the local office located at 2100 Iowa Ave, Riverside, CA 92507; phone (951) 906-7626. **SFE agrees to the effect that this RFP will remain valid for a period of 90 calendar days from June 25, 2025. SFE also acknowledges and accepts Addendum No. 1 dated June 17, 2025.**

Sincerely,

Guy Smith - President (Authorized individual to negotiate Agreement Terms St. Francis Electric, LLC.)
975 Carden Street, San Leandro, CA 94577
(510) 639-0639 Ext. 211 Office / (510) 639-4653 Fax
guy@sfe-inc.com / <https://www.stfranciselectric.com>

2. Experience and Technical Competence

A. Background:

SFE has been in the electrical business for 79 years. We have provided a track record of success in the contracting and in the maintenance divisions, over these 79 years. With over 250+ employees, we have the senior management team to allow for continued growth and have the path of growth to succeed. We have seen tremendous changes in our industry and have grown our business along the lines of longevity and stability. We have matured as a company from the early days of SFE into a leader in our industry. We pride ourselves on a close working relationship with our clients and we have continued to create new and lasting relationships with all of them. SFE has extensive experience in the maintenance work that is being requested. SFE owns and operates approximately 100+ service vehicles of various types and sizes throughout California.



We maintain management of all our costs and expenses. Having been in the Electrical business for these 79 years length of time, we have crafted special relationships with our suppliers and our financial backing. We have worked on projects that have been worth over 20 million dollars and have successfully secured the financing and the manpower to produce the finest work and craftsmanship in this business proving that SFE is the best qualified to provide the services as described in this RFP. We intend to bring our years of experience to this maintenance proposal.

SFE has extensive experience in the maintenance work that is being requested. SFE to help ensure safety, our maintenance crews use hydraulic “bucket” trucks with aerial lifts which are Occupational Safety and Health Administration (OSHA) approved, inspected, and certified as required by law. Our bucket trucks are typically equipped with the most common traffic signal gear, poles, and street light replacement parts to service most emergency responses such as knock downs. In addition, SFE’s vehicles are equipped with a permanently mounted arrow board/stick, warning beacon/strobe lights, traffic cones & construction warning signs.

Our “bucket truck” hydraulic lift is capable of reaching a height of at least forty (40) feet from roadway surfaces. Additionally, SFE houses a minimum of 2 crane truck at our yard. Our technicians are equipped with necessary laptops for the programming/testing of traffic signal controllers, CMU/MMU, Camera monitoring (CCTV, Video, etc.), and various equipment. In addition, all SFE employees will be equipped with a smartphone/mobile tablet with 5G access capable of email, text, photo, and internet. SFE is committed to maintaining an inventory of all signal equipment used by the City of Palm Desert. This commitment will ensure the City avoiding long wait time on some equipment such as traffic signal poles.



We maintain these types of services to create the applications needed to keep SFE in the leading edge of services that are provided as part of our core business. We take great pride in our value-added services and how we can be relied on for a complete package of services in the Transportation areas.

SFE’s Maintenance Division Management Team has extensive experience of more than 50 years in serving the governmental needs as well as in charge of municipalities’ maintenance programs as government employees. Shenoa Townsend will be the Project Manager and Guy Smith will be the Management contact that is authorized to sign an agreement for St. Francis Electric.

Number of Years Company has Provided Services and Company Ownership

St. Francis Electric, LLC is a Limited Liability Company. Doing business in the state of California. SFE is not owned by another business organization or individual. SFE has been conducting business as St. Francis Electric, LLC. for 10 years and providing the services as outlined in the RFP; however, SFE has been in business for 79 years. Our Headquarters is located at 975 Carden St, San Leandro, CA 94577 with many satellite offices located throughout California including Riverside. The Riverside location opened its doors on November 1, 2015, and is the location from which the employees are assigned. SFE has over 25 years of experience providing similar services to cities within San Bernardino County alone. Our contractor's license number is 1003811 for A, C-10 classifications and it expires on 5/31/27. Our DIR# is 1000022208.



St. Francis Electric Availability

SFE understands the importance of maintaining a functional traffic signal system for the City's public reception and safety concerns. SFE has 15+ employees locally available to service the City of Palm Desert and 250+ employees throughout California. We also have a technician that resides in the City of Palm Desert available to respond to after-hours calls. SFE promises to make available for the City of Palm Desert on a 365/24/7 basis to perform tasks and services under this contract. SFE as a company has an excellent reputation performing traffic signal maintenance contract work on time and on budget. We are confident that our existing clients are greatly satisfied with our services and will be providing positive feedback and recommendations. SFE will make every effort to satisfy the City of Palm Desert in responding to the 24/7 emergency calls. SFE will respond immediately within two (2) hours of notification to emergency and accident work under normal conditions. All of our technicians drive their bucket trucks home and often times have technicians working in neighboring cities daily making it possible to respond in a timely manner for unscheduled, after-hours and emergency work.

SFE's Experience

It is always the goal of SFE to hone our service around a City's needs. We understand that throughout the term of a contract of this type, those needs may change. We approach all our contracts with the same vision; build a partnership with the City's staff and work towards achieving common goals set forth through that partnership. We realize that this is an ever-evolving process and that is why we believe that the only successful route is through establishing these common goals. SFE's account management team as well as our field staff will work closely with the City in order to make sure that all of your requests are being effectively addressed. We make every effort to ensure that the City's staff is always aware of issues that are in need of attention.

Key Contact Information:

Headquarters

St. Francis Electric, LLC
975 Carden Street
San Leandro, CA 94577
Office: (510) 639-0639
Fax: (510) 639-4653

Southern California Region

Jill Petrie – SoCal Area Manager
SoCal Area Manager
2100 Iowa Ave
Riverside, CA 92507
(951) 203-4586
jpetrie@sfe-inc.com

Southern California Region

Shenoa Townsend
Project Manager
2100 Iowa Ave
Riverside, CA 92507
(951) 906-7626
shenoa.townsend@sfe-inc.com

Employee Quality Control

Safety is the top priority within SFE. In order to operate as a larger general electrical contractor, SFE has developed a culture to always pay extra attention regarding safety. With our designated safety officer and safety team constantly going from job to job, SFE promises to plan and conduct the work in a manner that will safeguard all persons from injury in accordance with CAL OSHA regulations and will take precautions required by all other applicable government regulations.



SFE Safety Data – Within the Last 5 Years

2020	2021	2022	2023	2024
.93	.83	.98	.69	.61

To ensure good quality from SFE staff, we believe in proper foresight and preparation. We train our technicians to IMSA, OSHA, State specific requirements, Caltrans specs, and Vendor Specific standards. We supply the “right tools” for the job, from hand tools to heavy equipment. Once the proper tools and training are supplied, we can then progressively inspect and ensure proper production and quality levels are met.

We regularly and randomly inspect our technician’s quality and thoroughness. We strive to “see things” from our customers’ perspective. When performing maintenance on Traffic Signals and Street Lights, we believe that the efforts we put into the quality of our service prolongs the life and efficiency of the components, and The City of Palm Desert’s confidence in our work.

SFE’s Senior Management is fully committed to addressing the safety of today and beyond. We have established aggressive goals and have adopted a ZERO tolerance regarding safety compliance. Our focus on a Safer tomorrow is paramount to our future. The success in reaching our goals rests on the shoulders of each and every employee at SFE. With their knowledge, by their preparations, and through their practices, we can achieve these goals. We have identified a number of actions, and our efforts are doubled with regard to safety awareness. Since 2012, SFE has not received an OSHA citation. In addition, the renewed efforts are already being shown in Our Experience Modification Rate.

SFE has also recently won Best Rating per 250,000 – 500,000 man hours and featured in United Contractors Magazine for three years in a row. Having a great safety rating (A.K.A EMR/ MOD RATING) or ZERO injuries in the construction world is HUGE! General contractors and Project owners look at this mod rating as our “credit score” and our ability to perform the job safely! Maintaining a great EMR rating is critical when competing for work.



Category: 250,001-500,000 Man-Hours:
St. Francis Electric LLC



At St. Francis Electric, safety is not just a priority but a philosophy ingrained in every aspect of our daily operations. Our commitment begins with innovative training programs that empower every employee to prioritize safety at all times. This culture of safety is nurtured through continuous education and reinforcement, fostering an environment where each team member takes personal responsibility for ensuring a safe workplace. Our superintendents and foremen exemplify this dedication through their leadership, actively promoting and enforcing safety protocols to uphold our unwavering commitment to the well-being of our workforce.

— Guy Smith, President, St. Francis Electric LLC

22 WWW.UNITEDCONTRACTORS.ORG

Training Programs

SFE has several training programs we use for our employees to ensure the highest quality, with the most up to date knowledge and training. We also review the latest maintenance procedures and suggestions from the industry, the industry periodicals and NECA, IMSA seminars, so that SFE can maintain our service capability to the latest industry guidelines.

We work with our Local Unions who have Apprenticeship and Training programs for Technical Application/Training, First Aid/CPR and also OSHA Safety. Many of our staff are trainers in these programs and have the opportunity to instruct and mentor the electricians in the industry.

In-House SFE has many employees that have been in this industry for 40+ years, these Journeymen / Foremen / Mentors /Area Leads help to train, develop and grow our team with real life exposure and situations both in the field and at our in-shop training lab.

We work with all our field staff and project managers to help them acquire and maintain IMSA certified training and the State Certified National Electrical Certification. We feel the attainment of these types of certifications is a means for individuals to indicate to the general public, coworkers, agencies, and others that an impartial, nationally recognized organization has determined that they are qualified to perform specific technical tasks by virtue of their technical knowledge and experiences. Certification also bestows a sense of achievement upon the certified individual since it reflects professional advancement in a chosen field. We encourage all of our technicians to be certified in Work Zone Safety, TS Level I, II and III and Roadway Lighting Levels I, & II. We employ several employees who have gone beyond these certifications.

IMSA currently offers certification in the following fields:

- Electronics in Traffic Signals
- Fiber Optics for ITS
- Flagging and Basic Traffic Control
- Microprocessors in Traffic Signals
- Roadway Lighting
- Signs and Markings
- Traffic Signals
- Traffic Signal Inspector
- Work Zone Traffic Control Safety



Advancing the Future of Public Safety

LRN *Transportation Inc*

SFE Technicians and Project managers also receive specialized training from LRN Transportation. LRN Transportation has developed a comprehensive program in the areas of signal operation and maintenance to upgrade the skills of traffic signal technicians, electricians, engineers, inspectors, contractors, and consultants. Their goal is to train in the latest equipment and technology to make experts of the personnel working in the traffic signal industry while learning the latest MUTCD, Caltrans and ADA regulations; build pedestrian-friendly streets; design, inspect and finalize safe traffic signal intersections. We have been trained and certified in several of these classes and also continue to take refresher courses to stay up to date on all industry changes.

We encourage our staff to attend these classes and make time available to attend these courses as needed.



SFE's Primary, Headquarters and Satellite Office Locations

St. Francis Electric's Southern California office is the designated local office/yard for this project located at 2100 Iowa Ave, Riverside, CA 92507 in the County of Riverside. We currently provide these exact services to your neighboring cities, allowing for our technicians to always be in the neighborhood just minutes away - this allows for eyes on in the field of day-to-day operations of the intersections and emergency support when needed. SFE's office has secured outdoor storage space sufficient for all the contract equipment, parts, components, and inventory. In addition to the outdoor storage, we also have ample warehouse indoor secured storage space necessary for these types of contracts. SFE's Southern California shop is not only set up for our typical maintenance & response work but has the necessary room for growth to support the addition of many new customers, contracts and projects. SFE has a Southern California traffic signal lab located in Riverside County used for the testing and repairs of new/used equipment and the on-going training of field technicians in a controlled environment. SFE also has a testing lab facility located at our Headquarters office for these same types of services in that area. Since all of our offices are located in California, as seen below, they all provide services throughout Northern, Central and Southern California.



St. Francis Electric, LLC. (Primary Office)
2100 Iowa Ave
Riverside, CA 92507



St. Francis Electric, LLC. (Headquarters)
975 Carden St
San Leandro, CA 94577

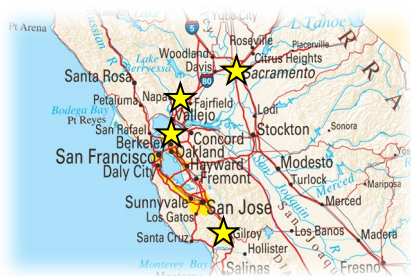
Other SFE Office Locations Include:

1850 West Imola Ave
Napa, CA 94559

230 Mayock Rd
Gilroy, CA 95020

341 Industrial Way
Woodland, CA 95776

Northern California Locations



Southern California Locations



SFE's Southern California office currently has contracts for Traffic Signal Maintenance Services with such Cities as: City of Colton, Corona, Downey, Grand Terrace, Indian Wells, Lancaster, La Quinta, Loma Linda, Palm Desert, Palm Springs, Rialto, Rosemead, County of San Bernardino Waste, Wildomar, Yorba Linda, and Town of Apple Valley as well as several projects with other cities throughout Southern California.

We graciously hope for the opportunity to work hand and hand with your City.

B. References:

St. Francis Electric has established a reputation of quality service with our Southern California team. The field and office staff have provided maintenance/response services to public agencies for over two decades and continue to build strong relationships with new clients. We understand the value of our clients as well as their demands all while keeping the citizens' safety in mind.

Client	Client Project Manager	Addresses	Email & Phone Info
Town of Apple Valley	Brett Morgan	14955 Dale Evans Pkwy Apple Valley, CA 92307	bmorgan@applevalley.org (760) 403-8034
City of Colton	Victor Ortiz	160 S. 10th St Colton, CA 92324	vortiz@coltonca.gov (909) 514-4210
City of Corona	Gabriel Hernandez	400 S. Vicentia Ave Corona, CA 92882	gabriel.hernandez@ci.corona.ca.us (951) 279-3709
City of Downey	Edwin Norris	11111 Brookshire Ave Downey, CA 90241	enorris@downeyca.org (562) 904-7110
City of Grand Terrace	Ruben Montano	22795 Barton Rd Grand Terrace, CA 92313	rmontano@grandterrace-ca.gov (909) 835-0890
City of Indian Wells	Mihai Dan	44-950 Eldorado Dr Indian Wells, CA 92210	mdan@indianwells.com (760) 346-2489
City of Lancaster	Mike Hame	44933 Fern Ave Lancaster, CA 93534	mhame@cityoflanasterca.org (661) 723-5801
City of La Quinta	Adam Viramonte	78-495 Calle Tampico La Quinta, CA 92253	aviramontes@laquintaca.gov (760) 835-5109
City of Loma Linda	John Trujillo	25541 Barton Rd Loma Linda, CA 92354	jtrujillo@lomalinda-ca.gov (909) 478-4269
City of Palm Desert	Robert Becerra	73-510 Fred Waring Dr Palm Desert, CA 92260	rbecerra@palmdesert.gov (760) 862-6804
City of Palm Springs	Joel Montalvo	3200 E. Tahquitz Canyon Way Palm Springs, CA 92262	joel.montalvo@palmsspringsca.gov (760) 322-8339
City of Rialto	Tim Sullivan	150 S. Palm Ave Rialto, CA 92376	tsullivan@rialtoca.gov (909) 421-7229
City of Rosemead	Jimmy Limon	2174 River Ave Rosemead, CA 91770	jlimon@cityofrosemead.org (626) 644-1287
City of Wildomar	Jason Farag	23873 Clinton Keith Rd, Suite 201 Wildomar, CA 92595	jfarag@cityofwildomar.org (951) 677-7751 x219
City of Yorba Linda	Armando Jaime	4845 Casa Loma Ave Yorba Linda, CA 92886	ajaime@yorbalindaca.gov (714) 961-7170



3. Firm Staffing and Key Personnel

A. Staffing:

SFE understands the importance of maintaining a functional traffic signal system for the City's public reception and safety concerns. SFE has 15+ employees locally available to service the City of Palm Desert and 250+ employees throughout California. SFE promises to make available for the City of Palm Desert on a 365/24/7 basis to perform tasks and services under this contract. SFE as a company has an excellent reputation performing traffic signal maintenance contract work on time and on budget. We are confident that our existing clients are greatly satisfied with our services and will be providing positive feedback and recommendations. SFE will make every effort to satisfy the City of Palm Desert in responding to the 24/7 emergency calls. SFE will respond immediately within two (2) hours for responding to unscheduled or emergency work under normal conditions. All our technicians drive their bucket trucks home and often times have technicians working in neighboring cities daily making it possible to respond in a timely manner for unscheduled, after-hours and emergency work.

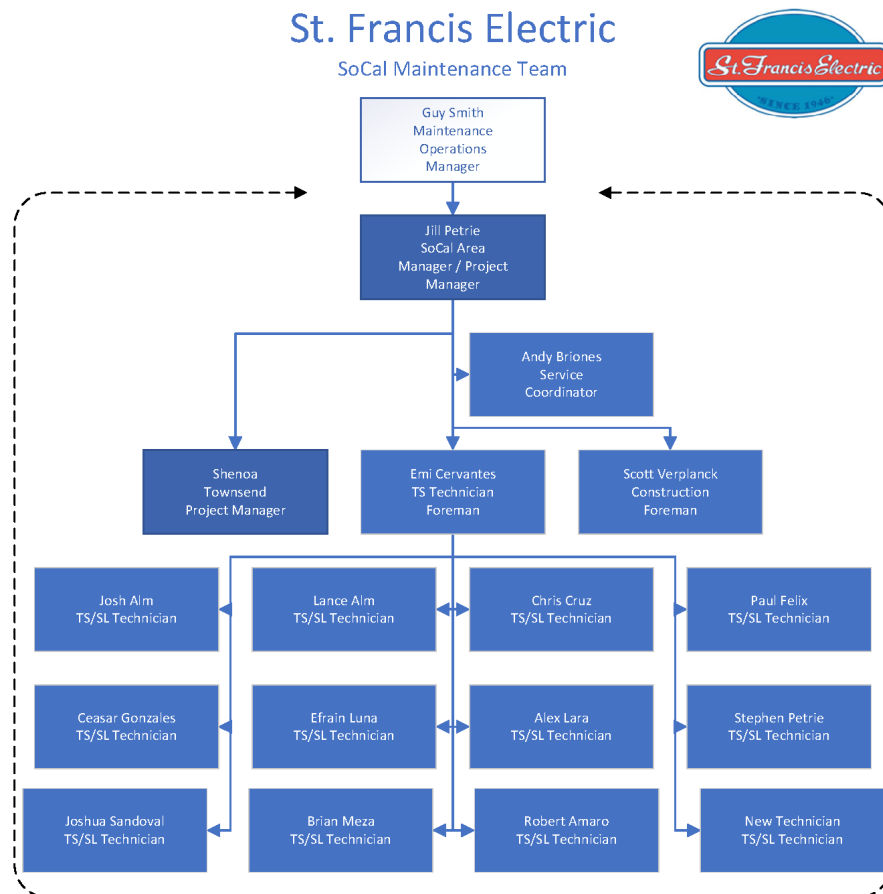
SFE is an active union company and is supported by the local unions in all areas which provides upon request, certified IBEW journeyman electricians, traffic signal technicians, laborers and apprentices for these classifications and is available to provide additional personnel as needed. SFE supports these unions and their apprenticeship programs in order to develop knowledge and growth which in turn provides jobs for our local communities in the traffic signal maintenance industry.

Name: Jill Petrie Discipline: Estimating / Manager Job Title: SoCal Area Manager/Project Manager	Name: Scott Verplanck Discipline: Traffic Signal & Streetlight Job Title: Construction Foreman
Name: Shenoa Townsend Discipline: Estimating / Project Management Job Title: Project Manager	Name: Chris Cruz Discipline: Traffic Signal & Streetlight Job Title: Technician / Electrician
Name: Andy Briones Discipline: Service Coordinator Job Title: Project Engineer	Name: Emi Cervantes Discipline: Traffic Signal & Streetlight Job title: Technician/Electrician Foreman
Name: Guy Smith Discipline: Operational Management Job Title: President	Name: Stephen Petrie Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician
Name: Lance Alm Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician	Name: Josh Alm Discipline: Traffic Signal & Streetlight Job Title: Technician / Electrician
Name: Brian Meza Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician	Name: Alex Lara Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician
Name: Ceasar Gonzales Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician	Name: Paul Felix Discipline: Streetlight Job Title: Technician / Electrician
Name: Efrain Luna Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician	Name: Robert Amaro Discipline: Traffic Signal & Streetlight Job Title: Technician/Electrician
Name: Joshua Sandoval Discipline: Streetlight Job Title: Technician/Electrician	

B. Key Personnel:

Name: Jill Petrie Role: - SoCal Area Manager/Project Manager	Name: Scott Verplanck Role: Construction Foreman
Name: Shenoa Townsend Role: Assigned Project Manager / Estimating	Name: Emi Cervantes Role: Provide Advanced Technical Support
Name: Andy Briones Role: Project Administrative Support	Name: Stephen Petrie (Assigned Tech) Role: Provide Routine & Response Services
Name: Guy Smith Role: Authorized Individual to Contractually Bind SFE	Name: Josh Alm (Assigned Tech) Role: Provide Routine, Responses & USA Services
Name: Lance Alm Role: Provide Routine, Response & USA Services	Name: Chris Cruz Role: Provide Routine & Response Services
Name: Brian Meza Role: Respond to Emergency Service Requests	Name: Alex Lara Role: Respond to Emergency Service Requests
Name: Efrain Luna Role: Provide Response Services and Support	Name: Joshua Sandoval Role: Provide Streetlight Service and Support

C. Team Organization:





4. Proposed Method to Accomplish the Work

A. SFE's team intends to approach this contract with a desire to provide the best customer service experience for the City of Palm Desert and its citizens. SFE has consistently performed to the highest levels of satisfaction on all our service contracts. SFE understands that, as a maintenance contractor, we represent the City while working on its streets.

Having worked with the City for over 10 years, we clearly understand what the City expects of us and the work we do. SFE's field and office staff continues to strive to become a highly valued part of the City of Palm Desert's team. SFE proposes to make every effort to satisfy the City of Palm Desert in responding to the 24/7 unscheduled and emergency work. All Emergency and accident calls will be responded to within the two (2) hours from receiving the call.

Our SFE team stands out over many due to our experience and providing exceptional customer service year after year. Working with municipalities is our **primary focus**. All SFE Employees have the same goal to "be the best **in the** industry", by providing superior customer service. We understand to last the test of time you not only must be the very best at what you do but you have to care about what you do and prove it every day. From day one, SFE owners have always been boots on the ground, in the field working alongside their employees, taking pride in the service we provide and the team that it has built throughout the years.

**Experience,
Quality &
Reliability...**

SFE's crew is focused and attentive to the City's needs and will do what it takes to assist the City achieve their goals for their streets and infrastructure.

SFE has been in the **traffic signal and streetlighting industry for over 79 years** and has built an outstanding reputation all over California for its work and services provided:

- We have over 250+ employees throughout our offices and in the field, IMSA certified, NEC certified, VMS qualified, USA trained, Traffic Engineers on staff and Construction specialists dedicated to this industry alone. Our motto "**Experience, Quality & Reliability...**" is something we all stand by.
- We strive to understand our customer's, their needs and goals. We understand there can be many obstacles our customers may have to navigate, and we are there to help them in any way possible. Our project managers/field staff make it a point to answer calls and emails responsively; we meet with our customers on a routine basis whether it be onsite or at their facility to have clear concise communications at all times. With this type of effort, we can sustain from common issues that arise when there is a lack of communication.
- We offer our customers an emailing option for **non-urgent** socalmadmin@sfe-inc.com during our business hours so that our cities will receive a response from our office staff. We inform our customers that a tech has been dispatched and when a service request has been completed in the field by our technicians so that they are not left wondering if a problem has been addressed.
- We have a live person dispatch service when calling our 24/7 Direct Line Teleservice every time you call in, and the service call is immediately dispatched to our on-call technicians. Our techs will follow up with a return phone call notifying the reporting party confirmation of receipt and our estimated time of arrival. All our technicians have smartphones / tablets and / or laptops and can be reached at any time while performing services within the City.
- We have built outstanding relationships with our suppliers over the past few decades giving us the advantage of outstanding pricing, expedited shipping and also making it so we have access to thousands of components that may not be the standard everyday part, and a tremendous amount of resources that we can rely on.
- SFE continuously works with all of our customers on getting their warranty items repaired or replaced throughout the city even when they were not the original installer. We make every effort to handle and relieve our customers of this burden, while keeping the customer informed and up to date on their status.

- We have an In-house testing/training Lab in both our Southern California and Northern California facilities.
- Our technicians receive communication directly from our 24/7 Dispatch center and take company vehicles home for a faster response time. Our shop is centrally located between the 215/60/91 Freeways making it convenient for our technicians to pickup materials if needed. Our technicians reside in varies areas of SoCal and our company vehicles are equipped with GPS to be able to dispatch the nearest technician available.

Communications between City of Palm Desert and SFE

SFE Staff we will proactively communicate with City officials to inform of field issues encountered for all services described in this RFP during the contract period. Correspondence between the City of Palm Desert and our local Area Manager, Project Managers, and Project Coordinators can be called in direct line or via individual email or to socalmadmin@sfe-inc.com (this will send an email to all office staff.) Any and all issues with service, performance or quality shall be directed to the assigned project manager for the City of Palm Desert. All Call/Service request and Dispatch request will go through our 24/7 dispatch center. The helps to insure they are responded to in a timely manner. Our Dispatch Center also knows what techs are in what area in order to have the quickest response possible. **SFE DISPATCH 1-(844)-LIGHT88**

- Staff will proactively communicate with city personnel to inform of field issues encountered for all services described in this RFP during the contract period.
- SFE highly encourages all field technicians become acquainted with city personnel so that they are recognized while working throughout the City. Our technicians will contact designated city contact(s) when they plan on being in the city, when they are responding to calls and to update status of the calls in the city or prior to leaving the city to ensure all tasks have been communicated.
- Correspondence between the City of Palm Desert and our local Area Manager, Project Managers, and Project Coordinators can be called in direct line or via individual email or to socalmadmin@sfe-inc.com (this will send an email to all office staff.) Any and all issues with service, performance or quality shall be directed to the assigned project manager for the City of Palm Desert.
- Dispatch requests (emergency or non-emergency) are encouraged to be called into our 24/7/365 dispatch call center at **1-844-LIGHT88**. This helps ensure complete accurate information is received and dispatched appropriately.

24/7/365 Traffic Signal Telephone Service 1-(844)-LIGHT88



Scope of Services

- **Emergency On-Call Support**

- SFE will provide after-hours and weekend emergency response for traffic signal malfunctions, knockdowns, or other urgent traffic control issues.
- SFE maintains a 24/7 contact line (**1-844-LIGHT88**) and is able to respond on-site within (2) hours of notification during normal conditions.
- SFE will coordinate closely with City Staff and law enforcement during incidents.

- **Traffic Equipment Knockdown Response**

- SFE will respond to and assess damage from knockdowns involving traffic signals, poles, cabinets, and related equipment.
- SFE will secure damaged areas and provide temporary repairs or traffic control as needed.
- SFE will document incident details and support coordination with insurance or liability claims.

- **Preventative Maintenance Inspections**

- SFE will conduct routine inspections of traffic signals, cabinets pedestrian push buttons, detection systems, and other field equipment.
- SFE will perform basic service such as cleaning, tightening connections, checking signal timing, and replacing worn components.
- SFE will provide inspection reports and flag any corrective maintenance needs.

- **Minor Construction and Field Modifications**

- SFE will install or modify signal loops, pedestrian detectors, and signal heads.
- SFE will add or reconfigure signal phasing, such as installing right-turn overlap movements or split phase operations.
- SFE will support implementation of small capital projects or pilot installations as directed by City staff.
- SFE will perform minor civil work, such as trenching, conduit installation, or mounting hardware.

- **Other On-Call and Mutually Agreed Upon Traffic-Related Requests**



Preventative Maintenance Schedule

SFE will continue to utilize the quarterly preventative maintenance schedule as it was first implemented in July of 2022. We have split the total number of intersections (104) into 3 groups: “Group A”, “Group B”, “Group C” and will perform each group as scheduled below. Not only will this save the City funds, but this allows SFE to be in your City every month and can also reduce the number of extraordinary calls and travel time. Our team will continue to work closely with City Staff and will be notified when we are in the City so that we can complete any service requests they may have while we are there.

Deliverables

SFE will provide a computerized monthly activity report to the City each month for the previous month’s activities. The report will provide a brief description of all preventative maintenance and emergency service activities and will be attached to the monthly invoice.

City of Palm Desert

On-Call Traffic Signal Maintenance & Emergency Response Services
RFP 2025-RFP-192

2025 - 2026 Annual Schedule



TASK	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026
Quarterly Maintenance												
Group A (34 Intersections)												
Group B (35 Intersections)												
Group C (35 Intersections)												
Deliverables												
Billing Reports and Invoicing (by the 15th of the subsequent month)												

Addendum #1

Addenda & Official Notices

Addenda & Notices issued following the posting of the project

Addendum #1

Jun 17, 2025 9:10 AM

This Request For Proposals (RFP) indicates a C-31 license is required. After further review, the City has determined that a C-31 license is not required to perform the scope of work outlined in this RFP. Any previous reference to the C-31 license requirement should be disregarded.

In Closing

SFE would like to thank the City of Palm Desert for giving us another opportunity to submit this RFP and for their consideration to use our local Staff as part of a crew that represents its City. If chosen our staff will make every effort to ensure your City is our next best reference on future RFP’s to other Cities. We don’t strive to be the biggest but we do strive to be the BEST!

Fee Proposal

Preventative Maintenance Per Intersection Rate

Item No.	Description	Rate
1	Traffic Signal Preventative Maintenance per Intersection	\$99.50

Suggested Preventative Maintenance Fee Schedule

	I/S QTY	I/S Rate	Monthly Total (per Group)	Annual Total (Per Group)
Group A	34	\$99.50	\$3,383.00	\$13,532.00
Group B	35	\$99.50	\$3,482.50	\$13,930.00
Group C	35	\$99.50	\$3,482.50	\$13,930.00
Total Annual Routine Maintenance Cost (Group A + Group B + Group C)				\$41,392.00

Hourly Rates for Labor

Item No.	Description	Hourly Rate
2	Superintendent / Foreman (Regular Time)	\$132.00
3	Superintendent / Foreman (Over Time)	\$179.00
4	Superintendent / Foreman (Double Time)	\$225.00
5	Traffic Signal Technician – Field (Regular Time)	\$122.00
6	Traffic Signal Technician – Field (Over Time)	\$169.00
7	Traffic Signal Technician – Field (Double Time)	\$215.00
8	Traffic Signal Laborer – Field (Regular Time)	\$112.00
9	Traffic Signal Laborer – Field (Over Time)	\$159.00
10	Traffic Signal Laborer – Field (Double Time)	\$199.00

Hourly Rates for Equipment

Item No.	Description	Rate
11	Pickup Truck	\$25.00
12	Service Bucket Truck	\$38.00
13	Service Truck	\$35.00
14	Crane	\$99.00

Material Mark Up is Cost + 15% GM

Rates are hourly Port-to-Port for Labor and Equipment

Note: Regular, Overtime/Saturday, and Double Time/Sunday/Holiday Rates will be billed and applied per the DIR Requirements.