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Lauren Matthews, Management Aide
City of Santa Ana – City Manager’s Office
20 Civic Center Plaza
Santa Ana, CA 92701

September 8, 2023

Dear Ms. Matthews,

Please find our proposal for RFP No. 23-099A for Digital Marquee Installation Services. We look forward to the opportunity to partner with the City of Santa Ana for this project.

Outdoor Dimensions, LLC has over 45 years of experience as a market leader throughout California in Architectural Signage. With over 110,000 sq. ft. of space in Anaheim, our team consistently exceeds our clients’ expectations by offering a full suite of services: including design, fabrication and installation of high-quality interior and exterior signage.

Our annual project list spans approximately 1200-1500 projects. The OD team is present and manages the entire signage project. We have established long-term relationships with numerous cities and continue to partner with them to implement successful projects. We look forward to the opportunity to establish the same with the City of Santa Ana.

Partial Client List

City of Anaheim, City of Newport Beach, City of Perris, City of Long Beach, City of Laguna Beach, City of Orange, City of Baldwin Park, City of Irvine

Thank you!

A handwritten signature in blue ink, appearing to read 'Brian Pickler', is written over a faint, larger version of the same signature.

Brian Pickler
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www.outdoordimensions.com

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Services Provided

The attached proposal from Outdoor Dimensions is for the RFP No 23-099A for Digital Marquee Installation Services for The City of Santa Ana. Our proposal consists of providing and managing the services of design, permitting, production and installation of Digital Marquee Signs at 6 separate locations.

Our team has reviewed Exhibit I – Scope of Services and are confident in our expertise to produce and deliver the scope of services.

1. Proposed Locations – Multiple site visits were made to each location by our team, including our electrician, production and installation team.
2. Source Digital Marquees (screens) – We have a close relationship with Daktronics and have used them on multiple jobs. We feel confident in their product and have used them in our bid for the screen.
3. Source Digital Marquee Structures – We have a warehouse in Anaheim that spans over 110,000 sf, where our team will construct and produce the structures. We always welcome any City of Santa Ana team member to be involved or visit the site during the project.

4. Install Digital Marquees – We have an installation team and will be installing the monuments.
5. Maintenance – Our team will be providing maintenance for the structure. Daktronics will be providing maintenance for the screen, and we will work with them to manage that.
6. Screen functionality, operation, and services – Our team will coordinate with Daktronics and the City of Santa Ana team to provide training and a smooth transition.

Agreement Statement

Outdoor Dimensions has reviewed the contract and agree with the terms laid out in the Exhibit II – Sample Agreement and Addendums.

Our team will design, produce, permit and install the monuments proposed to The City of Santa Ana. We have noted on Page 14 of the Addendum regarding Community Workforce Agreement that 30% of total work hours are to be performed by local residents. We also note on Page 15 that employees are not required to become or remain Union workers. We look forward to utilizing our employees to partner on this project and satisfy the Community Workforce Agreement.

Firm and Team Experience

i.

WHO IS OUTDOOR DIMENSIONS?

Founded in 1974, Outdoor Dimensions is a multifaceted signage and graphics company that has been in the signage business for more than 48 years. Outdoor Dimensions currently conducts business in an 110,000 square foot facility located at 5325 Hunter Ave., based in the city of Anaheim CA. In 2018, Outdoor Dimensions went from a Corporation to an LLC status. Outdoor Dimensions currently has 148 full-time employees, in which, 50 of those have been with the company over 15 years. We currently have (7) 1-ton installation trucks, we have (1) 100' crane truck, (1) 45' bucket truck, (3) 5'x10' cargo vans, (1) 6'x12' cargo van, (1) 8'x15' cargo van and (6) 1/2 ton pick-up trucks. We have a 12,000 square foot metal fabrication facility on-site, 3- Automobile sized-paint spray booths, sewing and a full screen printing department.

Our team manages the process from design, permitting, production and installation. Outdoor Dimensions currently works with cities including: City of Irvine, City of Baldwin Park, City of Anaheim, City of Newport Beach, City of Perris, and City of Orange. We are a company that has years of experience and are committed to ensuring that we not only meet our clients expectations but go beyond those expectations.

This project will consist of 5 key staff members that will be assigned to perform the services. Our team can provide additional staff as needed.

Danielle Purcell - Account Executive

Victor Betancourt - Account Manager

Alexi Zellner - Vice President Production

Joey Hamlin – Vice President of Installation

Victor Loza – Pre-Production Operations Manager

ii.

Outdoor Dimensions is in Anaheim with a warehouse that spans over 100,000 sf.

iii.

Danielle Purcell – Account Executive

949-378-4367

dpurcell@outdoordimensions.com

Brian Pickler – President

bpickler@outdoordimensions.com

iv.

Federal Funding

Staffing Resources

DANIELLE PURCELL – PROJECT LIAISON (KEY)

Account Executive

During Danielle Purcell's tenure with Outdoor Dimensions, she has built a solid reputation of exceeding client expectations from initial design all the way through the installation of projects. Danielle has a BS in Computer Science and Information Sciences.

Some of Danielle's clients include:

- City of Perris
- City of Orange
- City of Newport Beach
- City of Long Beach
- Amazon
- Gap

Additional Liaisons:

JOEY HAMLIN – VICE PRESIDENT INSTALLATION (KEY)

Joey Hamlin is the V.P. of Installation with Outdoor Dimensions, LLC. He has been with the firm for 41 years.

Joey Hamlin has been with Outdoor Dimensions for 39 years. His current role is Vice President of Installation. Joey manages a team of 32 Customer Service Field Representatives and coordinates our daily/weekly installation schedules. He works closely with our team and customers to ensure installations are completed with accuracy and precision. Joey leads the team in the delivery of performance targets for safety, production, costs, and team development. He is an accomplished professional with demonstrated expertise in leadership and project coordination with a deep commitment to customer service.

ALEXI ZELLNER – VICE PRESIDENT PRODUCTION (KEY)

Alexi Zellner is the V.P. of Production with Outdoor Dimensions, LLC. He has been with the firm for 21 years.

Alexi Zellner has been with Outdoor Dimensions for 21 years. His current role is Vice President of Production where he manages 60+ employees. Alexi works closely with all departments to ensure product quality and accuracy. Alexi has a vast knowledge of

materials and methods. This makes him excellent at problem solving and creating original concepts. He has a diverse set of skills including welding, graphic design and quality control. As a true professional, Alexi is committed to driving continuous improvement through proactive thinking and teamwork.

VICTOR LOZA – PRE-PRODUCTION OPERATIONS MANAGER (KEY)

Victor Loza is the Pre-Production Operations Manager with Outdoor Dimensions, LLC. He has been with the firm for 18 years.

MARIO LOPEZ – FABRICATED SIGNS PRODUCTION MANAGER (KEY)

Mario Lopez is the Fabricated Signs Production Manager with Outdoor Dimensions, LLC. He has been with the firm for 8 years.

Mario has been in the Sign industry for 20 years with expertise in metal fabrication, electrical, and paint. Mario is a City of LA Quality Control Inspector, Certified Welder, and UL Certified for Electrical Signage.

JOHNNY MARTINEZ – ELECTRICAL FOREMAN (KEY)

Johnny Martinez is a C45 Oversight Supervisor with Outdoor Dimensions, LLC. He has been with the firm for 9 years.

Johnny has been a licensed C-45 Contractor since 1999 and has been in the sign industry since 1987. Previously, he owned an installation company named Sign Lights Plus for 18 years before he brought my license to Outdoor Dimensions. He has built and installed signs for companies such as Disney, Universal Studios, Kaiser, Hoag, Cedar Sanai, and many City projects and Multi-family projects over the years. From monuments to pylons to large LED digital reader board signs to scoreboards at baseball fields such as Dodger Stadium and several high schools. He is a certified Crane Operator, Electrician, Welder, Rigging expert and is certified to instruct and train employees how to operate Boom lifts and forklifts. Johnny has completed OSHA 30 and is Certified in scaffolding and all types of swing stage equipment for erecting signs over the side of high-rise buildings. He has worked with the Contractor state licensing board and 5 other C-45 Contractors over the past four years to re-write all the questions on the exam to become a C-45 Contractor. Now, he is currently in charge of the installations in the field and goes from job site to job site making sure everything goes smoothly from start to finish.

AGUSTIN LUNA – LEAD INSTALLER/TECHNICAL INSPECTOR (KEY)

He has been with the firm for 32 years, he is well versed in all aspects of signage installations.

SANTIAGO SERNA – LEAD INSTALLER (KEY)

He has been with the firm for 29 years, his area of expertise is installing vinyl. From large concrete parking columns to vinyl wrapping an airstream he has perfected his trade.

LUIS CHOMINA – LEAD INSTALLER (KEY)

He has been with the firm for 26 years, his proven track record for success with little direct oversight has made him our main out of state lead installer.

ABRAHAM ARMENDARIZ – LEAD INSTALLER

He has been with the firm for 25 years, he specializes in carpentry which makes him our go to lead for sales office furniture installations.

ALBERTO SERRANO – LEAD MULTIFAMILY INSTALLER

He has been with the firm for 24 years, he specializes in multifamily and ADA compliance signage.

FRANCISCO SANDOVAL – LEAD MULTIFAMILY INSTALLER

He has been with the firm for 20 years, his expertise of multifamily installations and ability to mentor newer installers has made him a valuable asset to our team. Francisco has helped mold countless installers to become leads throughout his tenure at OD.

ROLANDO NAVAS – LEAD MULTIFAMILY INSTALLER

He has been with the firm for 18 years, he specializes in multifamily and ADA compliance signage.

AUSTIN VEITH – LEAD INSTALLER (KEY)

He has been with the firm for 6 years, his commitment to great work and exceptional customer service has made him our lead installer for high priority Irvine Company projects.

JOHN CERVANTES – LEAD INSTALLER

He has been with the firm for 4 years, his reliability and ability to adapt has allowed him to quickly rise through the ranks and become a lead in less than 2 years.

MIGUEL SANCHEZ – LEAD MULTIFAMILY INSTALLER

He has been with the firm for 4 years, his expertise and attention to detail when it comes to multifamily installs have allowed him to become a lead in less than 2 years.

PROPOSED WORK PLAN

Outdoor Dimensions will follow the below work plan to ensure that the clients expectations are met in regards to providing a quality product that meets the City of Santa Ana approval and standards, meeting install time lines, keeping City of Santa Ana updated with status of jobs as much as necessary with email or verbal communication. Finally, and most importantly, keeping our install technicians safe while out in the field installing product.

i. **Our anticipated approach to performing the service requested is outlined below.**

1) Pre-Design Site Surveys

- a. Designs and pricing will be finalized per each location the specific needs and conditions of each location

2) Submittals, Samples, and Approvals

- a. Collect relevant documentation needed to finalize designs
- b. Finalize designs and submit PDFs for approval from City of Santa Ana
- c. Once designs approved, product samples will be produced to show colors, materials, and other questionable conditions for approval

3) Engineering and Permitting

- a. Approved designs to be developed into final production drawings

b. Shop drawings will be reviewed and stamped by licensed engineer

4) Production

a. Outdoor Dimensions will produce these signs 100% in house to control the quality expectation of City of Santa Ana

i. Process will begin in metal fabrication department where fabricators will cut skins out of aluminum substrate

ii. After skins are cut to size fabricators will cut and weld 2" square aluminum tubing to create the frame/structure of each monument

iii. Once structure is complete the cut aluminum skins will be applied and be sanded to rid of any imperfections and seams

iv. Structure is then transferred to finish workshop where sign will be layered with coat of automotive grade primer, sanded once more to insure smooth surface, and finally layered with automotive grade paint (to drawing specs.)

v. Simultaneously with the finish process the acrylic push through elements will be routed out of UL certified acrylic for illuminated copy affect.



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vi. Once structure is completely dry it will be transferred to assembly department where electrical components will be assembled.

vii. Final step in production will be layered anti-graffiti coat application.

b. Representatives from City of Santa Ana are welcome to visit OD during the production process as desired

c. Completed signs will be inspected against approved shop drawings and samples by dedicated quality control inspection team

d. Proposed designs production timeline approximately 5-7 weeks to complete per location.

5) Quality review

a. Client is invited to inspect signage after production, but before installation

b. Any quality issues found will be addressed before installation dates

6) Site Walk and Preparation (per job site)

a. Site safety plan to be worked out with City of Santa Ana construction team

i. Will include lift safety plan and access plan for any overhead signage

b. Final field conditional and measurements to be verified by Outdoor Dimensions

7) Installation (per job site)

- a. Deliver needed lifts or equipment to site within 2 days of installation, and to be removed in timely manner after installation complete
- b. Monument installation:
 - i. Footing(s) will be dug prior to inspection taking roughly about 3-4 days.
 - ii. Once footings are dug, the forms will be set pending inspection to pour concrete, roughly 2 days.
 - iii. After inspection is passed sign will be installed taking roughly 1-2 days.
 - iv. Finally after sign is secured our team will install remaining design features including: brick veneer/rock and cast bronze plaques, roughly taking 3-4 days.
- b. Digital Display Setup:
 - i. City of Santa Ana content managing team will require to meet with Daktronics Technician, location TBD, to run through short course on content management and uploading.

d. OD’s schedule assumes bulk of work is performed Monday – Friday during working hours (6:30 am – 6pm). If off hours or weekends required, additional charges will be estimated and approved before work is performed.

ii. Schedule of delivery

Task Name	Duration in Business Days	Notes
Site Survey	5 Days	To review all sites
Shop Drawings	5 Days	
Engineering/Calcs	7 Days	
Revisions	3 Days	
Sign Placement (Location Walk)	5 Days	
Production & Installation	8-10 weeks for 1 st sign 7-8 week each additional	Masonry rock or stone onsite can be an additional 3-5 days
Review Sign-off	5 Days	

iii. Suggestions or Special Concerns

During the design phase, Outdoor Dimensions will collaborate with the City of Santa Ana on the design and can suggest Value Engineering to the monuments.

iv. Description of Deliverables and implementation plan

1. Working Drawings – Detailed working drawings of each monument, including size, scale, image superimposed in site location, materials, and details of production. City of Santa Ana will have time to review and approve during the design process and prior to production.
2. Engineering Drawings – Engineering Drawings of each monument.
3. Permit Package – Permit package for each monument that our team will create and submit to the City. This will include, but not be limited to, Letter of Authorization, Permit Application and required information, Working & Engineering Drawings and Site Map.
4. Approved Permit Package from City – Copy of Approved and Signed Permit Package from the City.
5. Information on Warranty, Care and Maintenance



REFERENCES

CITY OF PERRIS

Bryant Hill, Director of Public Works
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CITY OF ORANGE

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