



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
August 6, 2024

TOPIC: Digital Marquees

AGENDA TITLE

Award an Agreement with Outdoor Dimensions, LLC for Digital Marquees (Non-General Fund) (**Revive Santa Ana**)

RECOMMENDED ACTION

1. Authorize the City Manager to execute an agreement with Outdoor Dimensions, LLC to build and install digital marquees at six (6) properties across the city for a one-year term in a total aggregate amount not to exceed \$1,859,909 subject to change orders (not to exceed 25% of the base bid amount) in accordance with the Greenbook: Standard Specifications for Public Works Construction (Agreement No. A-2024-XXX).
2. Approve an amendment to the Fiscal Year 2023-24 Capital Improvement Program to include \$1,859,909 of funding from the American Rescue Plan Act for Digital Marquees Project (No. 22-1306).
3. Determine that, in accordance with the California Environmental Quality Act, the recommended actions are exempt from further review. Categorical Exemption Environmental Review Nos. ER-2024-47, ER-2024-48, ER-2024-49, ER-2024-50, ER-2024-51, and ER-2024-52 were filed for this project.

GOVERNMENT CODE §84308 APPLIES: Yes

DISCUSSION

Staff presented this project for approval at the May 21, 2024, City Council meeting. At that meeting, City Council provided direction to staff to do community outreach and inform residents who live within 1,000 feet of each proposed marquee location about the project. Staff conducted outreach by mailing postcards in English, Spanish, and Vietnamese to 1,458 residential addresses that included information about the project and inviting residents to scheduled community meetings; holding a community meeting for each proposed marquee location; and attending neighborhood association meetings and events. Staff received positive feedback about the proposed digital marquees from the public and is now requesting the City Council's approval of the project.

On July 11, 2023, the City issued a Request for Proposals (RFP) to provide and install digital marquees at up to six locations across Santa Ana. This project was identified as Expansion of Critical Communications under the City's Revive Santa Ana pandemic recovery program funded by the federal American Rescue Plan Act (ARPA) of 2021. The City conducted a survey about the use of this federal funding in mid-2021, in which 44% of survey respondents indicated digital message signs would be the best way for the City to communicate with residents. The project aims to deliver important messages to our residents and other stakeholders about government resources and assistance, health and safety information, City events and programs, and other news and public services announcements that may benefit the community.

Bid Results Summary

| Rank | Bidder's Name | Location | Base Bid |
|-------------|------------------------|-----------------|-----------------|
| 1 | Outdoor Dimensions LLC | Anaheim | \$1,420,619.09 |
| NR | Encore Image, Inc. | Ontario | Non-Responsive |

The RFP was advertised on the City's online bid management and publication system, with bids due on August 11, 2023 (Exhibit 2). Eight (8) bidders participated in a site walk, and two (2) organizations submitted responses, Outdoor Dimensions, LLC and Encore Image, Inc. Only Outdoor Dimensions, LLC's proposal was deemed responsive (Exhibit 3). Under the RFP, bidders were required to provide marquee design options.

The selected bidder is Outdoor Dimensions LLC, located in Anaheim. Under the agreement, the scope of services includes: source the digital marquee displays and structures; construction/installation of structure, including all necessary excavation, electrical connection, concrete work, and landscaping; additional geotechnical services, if needed; traffic control, wherever applicable; installation of screen.

Project Details

Currently, the City owns a single digital marquee at Santa Ana Stadium, which was already upgraded as part of this project. Staff has identified six locations for additional digital marquees, with one alternate location (Exhibit 12). These marquee locations were selected by a cross-departmental team, including the City Manager's Office; Parks, Recreation, and Community Services Agency; and Public Works Agency, following significant research, site walks, and engineering consultation. All but one marquee location is in a City park. The locations were chosen based on their distribution throughout the city (factoring in the existing marquee at Santa Ana Stadium), placement near entrances of popular or well-used City parks or publicly visible sites, an analysis of

average daily traffic volume on nearby streets (Exhibit 13), and their feasibility for construction and connection to the necessary electrical power supply.

The six locations and one alternate site are:

- Centennial Park, 3000 W. Edinger Ave.
- Thornton Park, 1801 W. Segerstrom Ave.
- Jerome Park, 2115 W. McFadden Ave.
- Delhi Park, 2314 S. Halladay St.
- Rosita Park, 706 N. Newhope St.
- Bowers Museum south parking lot, 1910 N. Main St.
- o Santiago Park (alternate location to Bowers and Rosita), 2535 N. Main St.

The Bowers Museum location is the preferred site in that area of town for its visibility and placement near an important City asset (Bowers). The City would allow Bowers to share information about its events and programs on the marquee. This location is pending an agreement with Bowers to place the marquee on their parking lot. An alternate location is nearby at Santiago Park. Due to budgetary constraints and to ensure the marquees are widely distributed around the community, should the marquee at Bowers not move forward, the City will prioritize the installation of a more costly double-sided marquee at Santiago Park and will forgo the marquee at Rosita Park.

Content selection and placement on the digital marquees will be overseen by the City Manager's Office and/or other City departments as determined by the City Manager. The digital marquees are not intended for commercial advertising purposes. The screens have 64 levels of display dimming that can be applied automatically, manually, or as scheduled by staff. Additionally, each screen has a light sensor, allowing it to automatically adjust the brightness according to display direction and lighting conditions.

Community Outreach

Staff attended three neighborhood meetings and events in areas surrounding the potential signs and hosted six community meetings near each sign location. The City mailed postcards in English, Spanish, and Vietnamese to 1,458 residential addresses within 1,000 feet of each potential digital marquee to notify them of the planned project and to invite them to the community meetings to learn more. The City received positive feedback about the digital marquees from attendees at the community and neighborhoods meetings. Staff answered questions about the type of content that would be placed on the marquees, the brightness levels of the screens at night, and other details. No resident voiced opposition to the project.

Project Delivery

To deliver a complete project, in addition to the contract, the estimated total project delivery cost includes construction administration, inspection, and testing, along with an allowance for contingencies to account for unexpected or unforeseen conditions. Construction administration and inspection includes construction management,

implementation of the City’s Community Workforce Agreement requirements, inspection of the Contractor’s work to ensure contract compliance, workmanship, and quality, and materials testing. As indicated in the Cost Analysis table below, the estimated total construction delivery cost of the project is \$1,859,908.58.

| Project Item | Total |
|---|-----------------------|
| Contractor Agreement | \$1,668,098.71 |
| Construction Testing | \$25,000 |
| Project Contingencies | \$166,809.87 |
| TOTAL CONSTRUCTION DELIVERY COST | \$1,859,908.58 |

The estimated timeline for completion of all six digital marquees is 12 months, in addition to approximately one month of site survey and other preparation before beginning construction. A single marquee will be completed approximately every two months during a phased construction schedule.

ENVIRONMENTAL IMPACT

In accordance with the California Environmental Quality Act, the recommended actions are exempt from further review. Categorical Exemption Environmental Review Nos. ER-2024-47, ER-2024-48, ER-2024-49, ER-2024-50, ER-2024-51, and ER 2042-52 were filed for this project.

FISCAL IMPACT

The total estimated construction delivery cost is \$1,859,098.58, which includes construction testing, and an authorized contingency. The proposed contract enables staff to authorize a construction cost increase of up to 25% if necessary for contingencies. Staff expects to utilize other available Public Works appropriations if a contingency becomes necessary to complete the project. If there are no other available appropriations, then staff will return to the City Council with a project update and recommendations.

Subject to City Council approval in September, the budget allocation for this project will be carried over from FY 2023-24 to be available for expenditure in FY 2024-25. Any remaining balances not expended at the end of the fiscal year will be presented to the City Council for approval of carry-overs to FY 2025-26.

| Fiscal Year | Accounting Unit/Account No. (Project No.) | Fund Description | Accounting Unit/Account No. Description | Amount |
|--------------------|--|--------------------------|--|-----------------------|
| 24-25 | 18103013-66220 (221306) | American Rescue Plan Act | ARPA-CMO Improvements Other Than Buildings | \$1,859,908.58 |
| Total | | | | \$1,859,908.58 |

EXHIBIT(S)

1. Agreement Outdoor Dimensions – Digital Billboards
2. Digital Marquee RFP and Addenda
3. Proposal-Option A Bowers Museum
3. Outdoor Dimensions Proposal
4. Entity Information
5. Proposal Attachment G
6. Proposal Attachments
7. Proposal City of Santa Ana Designs
8. Proposal City of Santa Ana Marquee
9. Cost of Proposal and Certifications
10. Proposal- Option B Santiago Double Faced
11. Proposal-Statement of Qualifications- Outdoor Dimensions
12. Marquee Locations and Wards
13. Marquee Parks, Directions, Traffic Data
14. CIP Worksheet

Submitted By: Paul Eakins, Public Affairs Information Officer

Approved By: Alvaro Nuñez, Acting City Manager