



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**May 21, 2024**

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**TOPIC:** Digital Marquees

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**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 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).

**GOVERNMENT CODE §84308 APPLIES:** Yes

**DISCUSSION**

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. Under the Revive Santa Ana pandemic recovery program funded by the American Rescue Plan Act (ARPA), this project was identified as Expansion of Critical Communications. 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**

<b>Rank</b>	<b>Bidder's Name</b>	<b>Location</b>	<b>Base Bid</b>
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 bidders participated in a site walk, two organizations submitted responses, Outdoor Dimensions, LLC and Encore Image, Inc., and 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 the following: 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 marquee at Santa Ana Stadium, which was recently upgraded as part of this project. Staff has identified six locations for additional digital marquees, with one alternate location (Exhibit 4). 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 5), and their feasibility for construction and connection to the necessary electrical power supply.

The six locations and one alternate site are as follows:

- 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.
  - 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.

**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.

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

The estimated timeline for completion of all six digital marquees is 12 months, including 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.

**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 expect 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 City Council with a project update and recommendations. Funds are available for expenditure in Fiscal Year 2023-2024. Any remaining balances not expended at the end of the fiscal year will be presented to City Council for approval of carryovers to FY 2024-2025.

<b>Fiscal Year</b>	<b>Accounting Unit/Account No. (Project No.)</b>	<b>Fund Description</b>	<b>Accounting Unit/Account No. Description</b>	<b>Amount</b>
23-24	18103013-66220 (221306)	American Rescue Plan Act	ARPA-CMO Improvements Other Than Buildings	\$1,859,908.58
<b>Total</b>				<b>\$1,859,908.58</b>

**EXHIBIT(S)**

1. Agreement
2. Request for Proposals and Addenda
3. Outdoor Dimensions Proposal
4. Location Map
5. Average Daily Traffic Volume at Each Site
6. CIP Worksheet

Submitted By: Paul Eakins, Public Affairs Information Officer

Approved by: Alvaro Nuñez, Acting City Manager