



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
June 21, 2022

TOPIC: Digital Billboards/Banners and Bus Stop Advertising/Maintenance Project Support Services

AGENDA TITLE

Approve an Appropriation Adjustment and an Agreement with Pyramid Group International, Inc., for Management Support Services for the Digital Billboards/Banners and Bus Stop Advertising/Maintenance Project in an Amount not to Exceed \$524,040 for up to a Five-Year Term (General Fund)

RECOMMENDED ACTION

1. Approve an appropriation adjustment to recognize \$550,000 in Public Works Right of Way Program revenues into the General Fund, Public Works Revenues, PWA Digital Billboards/Banners revenue account and appropriate the same amount into the Public Works Right of Way, Contract Services-Professional expense account. *(Requires five affirmative votes)*
2. Authorize the City Manager to execute an agreement with Pyramid Group International, Inc. for management support services for the Digital Billboards/Banners and Bus Stop Advertising/Maintenance Project, in the amount of \$476,400 plus a contingency of \$47,640, for a total amount not to exceed of \$524,040 for a three-year term beginning June 21, 2022, and expiring June 20, 2025, with provisions for two, one-year extensions, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

The Public Works Agency worked with Pyramid Group International, Inc. (Pyramid) in a Request for Proposals process for digital billboards/banners and bus stop advertising/maintenance, which resulted in agreements with Focus Media Group for Bus Stop Advertising and Maintenance, and Outfront Media for Digital Billboards and Digital Banners.

Because of their unique understanding of the complexities of these agreements, Pyramid is the recommended consultant to assist with project development oversight, Advertising Site License Agreement development, review of operations and financial reporting, and compliance with contract terms. Pyramid's skills and qualifications include project

management, engineering, architecture, environmental compliance, safety compliance, accounting and finance. The compensation and term allows sufficient time and contract capacity for the requested services.

Staff recommends awarding an agreement to Pyramid Group International, Inc. to provide management support services for digital billboards/banners and bus stop advertising/maintenance (Exhibit 1). Pyramid has the necessary capacity and expertise to complete the required services. The firm's rates are reasonable and within industry standards, their qualifications are appropriate, and the agreement will provide an excellent value for the City.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with the action.

FISCAL IMPACT

The requested agreement is \$476,400, with a 10% contingency of \$47,640, for a total agreement amount not to exceed \$524,040. With the approval of the appropriation adjustment, \$550,000 will be recognized in Public Works Right of Way Program revenues into the General Fund, Public Works Revenues, PWA Digital Billboards/Banners revenue account (No. 01117002-57797) and appropriate the same amount into the Public Works Right of Way, Contract Services-Professional expense account (No. 01117622-62300). Revenue is not expected in the Public Works Right of Way Program until the second quarter of Fiscal Year 2022-23. Public Works Agency staff must receive Finance and Management Services Agency approval of funding prior to commencement of work. Upon successful completion of the fiscal review, a corresponding Notice to Proceed containing the specific scope and maximum expenditure for the task order will be issued. This will ensure that sufficient revenues have been collected to cover the expenditure.

Funding will be available and budgeted in the fiscal years shown in the table below:

Fiscal Year	Accounting Unit – Account #	Fund Description	Accounting Unit, Account Description	Amount
INITIAL 3-YEAR TERM				
2022-23	01117622-62300	General Fund	Public Works Right-of-Way, Contract Services-Professional	\$211,992
2023-24	01117622-62300	General Fund	Public Works Right-of-Way, Contract Services-Professional	\$109,296
2024-25	01117622-62300	General Fund	Public Works Right-of-Way, Contract Services-Professional	\$ 67,584

Fiscal Year	Accounting Unit – Account #	Fund Description	Accounting Unit, Account Description	Amount
OPTIONAL 1-YEAR EXTENSIONS				
2025-26	01117622-62300	General Fund	Public Works Right-of-Way, Contract Services-Professional	\$67,584
2026-27	01117622-62300	General Fund	Public Works Right-of-Way, Contract Services-Professional	\$67,584
TOTAL:				\$524,040

EXHIBIT(S)

1. Agreement with Pyramid Group International, Inc.

Submitted By: Nabil Saba, P.E., Executive Director – Public Works Agency

Approved By: Kristine Ridge, City Manager