



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**June 6, 2023**

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**TOPIC:** Interpretive Displays at Santiago Creek EcoCenter

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**AGENDA TITLE**

Approve an Agreement with Color-Ad, Inc. to Design, Fabricate, and Install Interpretive Displays at the Santiago Creek EcoCenter for Total Amount Not to Exceed \$900,000 (Non-General Fund)

**RECOMMENDED ACTION**

Authorize the City Manager to execute an agreement with Color-Ad, Inc. for design, fabrication, and installation of interpretive displays at the Santiago Creek EcoCenter, in the amount of \$855,000 plus a contingency of \$45,000, for a total amount not to exceed \$900,000, for a three-year period with the option of two 1-year renewals, and authorize the City Manager to execute the contract subject to non-substantive changes approved by the City Manager and the City Attorney.

**DISCUSSION**

The Santiago Creek EcoCenter is located within Santiago Park Nature Reserve. The center has an exhibit hall displaying information about the local watershed, wildlife, and cultural history. The building and facilities are operated and programmed as a satellite facility of the Santa Ana Zoo, a division of the Parks, Recreation, and Community Services Agency. Santa Ana Zoo staff are assigned to and rotate between the zoo and EcoCenter cross-pollinating services and programs.

On December 14, 2022, the Parks, Recreation, and Community Services Agency (PRCSA) issued a Request for Proposals (RFP) to design, fabricate, and install interpretive exhibits at Santiago Creek EcoCenter. This project seeks to transform the interpretive hall into a dynamic space for the public to engage with the natural history of the creek, conservation action, habitat restoration, and the cultural history of the region. The intent is to contract with a firm to produce beautiful and educational displays that stand the test of time and make our community go "WOW!"

Conceptual deliverables include museum-style displays on our watershed, augmented reality exhibits, a tree climber zone, and live animals displays, amongst other elements.

## Installation of Interpretive Displays at Santiago Creek EcoCenter

### Page 2

#### Public Outreach and Contractor Participation

During the course of the RFP process, 250 vendors were notified, 49 vendors downloaded the RFP, and five vendors submitted a proposal. There were no proposals submitted from local Santa Ana businesses. An evaluation committee reviewed and rated the proposals according to the criteria listed in the RFP: Narrative Proposal, Experience, Cost Proposal, and References. The results of the RFP evaluation were as follows:

<b>Rank</b>	<b>Bidder's Name</b>	<b>Location</b>
1	Color-Ad, Inc.	Manassas, VA
2	Creo IA	Woodinville, WA
3	Astound Group	Ontario, Canada
4	Taylor Studios	Rantoul, IL
5	World of Wow	Denton, TX

The top-ranking firms were invited for interviews to clarify any questions arising during review of the proposals. After ratings were finalized, staff at the Santa Ana Zoo worked with Color-Ad, Inc. to finalize design and fabrication schedule.

#### **FISCAL IMPACT**

Funds are budgeted and available in the following account for the specified year. All funds are available for expenditure in Fiscal Year 2022-23; however, any remaining balances not expended at the end of the fiscal year will be carried forward into FY 2023-24 for expenditure.

<b>Fiscal Year</b>	<b>Accounting Unit-Account #</b>	<b>Fund Description</b>	<b>Accounting Unit, Account Description</b>	<b>Amount</b>
FY 22-23	01213020-66220 (22-2768)	Cannabis Public Benefit Fund	PRCSA Youth Services-Improvements Other than Building	\$900,000

#### **EXHIBIT(S)**

1. Agreement

Submitted By: Hawk Scott, Executive Dir. of Parks, Recreation and Community Services

Approved By: Kristine Ridge, City Manager