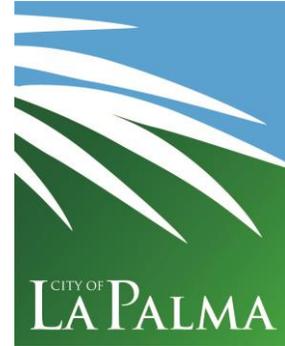


City of La Palma

Agenda Item No.



MEETING DATE: May 7, 2019

TO: City Council

FROM: City Manager

SUBMITTED BY: Mike Belknap, Community Services Director

AGENDA TITLE: Award of Contract to Encore Image, Inc. for Purchase and Installation of an Electronic Message Center (EMC) at the La Palma Community Center

RECOMMENDED ACTION:

It is recommended that the City Council approve and authorize the Mayor to execute an Agreement with Encore Image, Inc. for the purchase and installation of an Electronic Message Center (EMC) at the Community Center to replace the existing Electronic Message Center.

BACKGROUND:

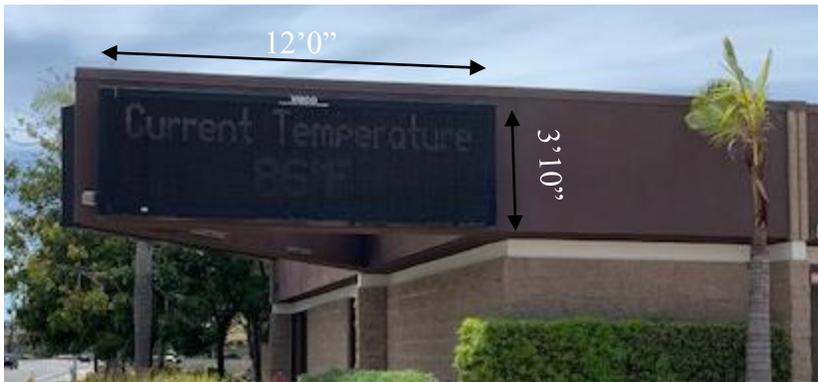
In the summer of 2018, the current Electronic Message Center (EMC) at the Community Center began experiencing operational issues. At times, the display would dim and / or restart in response to the system protocol for overheating; however, these occurrences would happen overnight or during cooler parts of the day. Staff contacted the service provider to resolve the issue. They conducted a firmware update which resolved the dimming issue, yet, the equipment continued to restart in response to the overheating protocol. In addition, the display would freeze on presentations until a manual system restart was initiated. After discussing with the service provider, a technician was sent to assess the situation, run a software diagnostic test, inspect the equipment, and install new parts as needed. The technician completed the testing, inspection, installation of replacement parts, and cleaned the internal equipment. The display worked as designed for approximately a week, then began to experience the same issues including presentation freezes and restarts. The service provider then sent out another technician to replace the fans, controllers, display modules, cabling, and air filters. However, the equipment reverted to the same operational issues within a couple weeks following the installation of these new replacement parts.

The current EMC was purchased and installed in 2009 as part of the Community Center rehabilitation. According to research and EMC consultants, the expected life-time of EMC LED displays can last up to 100,000 hours or approximately 10-11 years, on 24 hours a day, 7 days a week usage.

PROJECT ANALYSIS:

Beginning in 2019, Staff met with various EMC contractors to gather information and receive consultation. Staff issued a Request for Proposal (RFP) to replace the existing EMC on March 27, 2019. The RFP was published to the City’s Website, News-Enterprise, eBidboards, and Dodge Data & Analytics. Additionally, Staff sent the RFP to eight (8) EMC contractors. On April 15, Staff received two (2) qualified proposals from Encore Image, Inc. of Ontario, CA, and National Sign & Marketing Corporation of Chino, CA.

The current EMC display cabinet size is 3 feet 10 inches high by 12 feet wide (3’10” x 12’0”), double faced, with a 48 by 176 pixel resolution. To maximize the available space and with nearby trees partially obstructing the display, the RFP required two (2) EMC displays at 4 feet 5 inches high by 14 feet 3 inches wide (4’5” x 14’3”), approximately 7 inches taller and 2 feet wider. Additionally the resolution was increased to a 72 by 252 pixel display. The RFP also requires removal of the existing EMC displays and proper disposal; installation of the new EMC displays in the same place as the existing EMC; and power connection to the existing electrical infrastructure. Communication to the display is provided through a Verizon cellular plan for the life of the display, cost included. A five (5) year warranty on parts and one (1) year labor warranty is included in the cost, with options for extensions. Following award of contract, the contractor anticipates an 8-10 week turnaround from furnishing the EMC to installation completion. Once installed, Encore’s project manager will provide software training to Staff.



New EMC (Top); Current EMC (Bottom)

Staff reviewed and rated the proposals and determined Encore Image, Inc. as the most qualified company to perform the services described in the RFP.

Bidding Contractor	Bid
Encore Image, Inc. - Ontario, CA	\$ 58,878
National Sign & Marketing Corporation - Chino, CA	\$ 67,682

The low bid amount of \$58,878, with \$240 LED annual maintenance costs, is from Encore Image, the most qualified firm, for EMC purchase and installation. Staff recommends award of the

Construction Services Agreement to Encore Image to supply and install an Electronic Message Center at the La Palma Community Center (Attachment 1).

FISCAL IMPACT:

During the FY 2018-19 mid-year budget review, City Council added funding of \$50,000 to replace the failing Electronic Message Center. Given the lead time for building and installation which is anticipated to occur after July 1, 2019, the project has been carried over to the FY 2019-20 Capital Improvement Plan budget in the amount of \$61,823 which includes a five percent contingency should it be necessary (035-900-8870-00000). As a reference, \$60,000 was previously included in the CIP for replacement in FY 2020-21.

Description	Amount
Sign Manufacturing	\$ 46,172
Installation	\$ 9,343
Tax and bonds	\$ 3,364
Contingency 5%	\$ 2,944
Total Estimated Project Construction Cost	\$ 61,823

APPROVED:

Department Director

Administrative Services
Director

City Manager

- Attachments:
1. Construction Services Agreement with Encore Image, Inc.
 2. Proposed Electronic Message Center Illustrations