



Legislation Text

File #: HCC-421-FY23, **Version:** 1

Submitted by: Laura Reams
Submitting Department: Communications
Agenda Section: Consent

Item Title:

ARPA: Purchase of Three Solar Community Message Boards

Suggested Action:

I move that the Mayor and Council authorize the City Administrator to enter into an agreement with Soofa for the purchase of three (3) solar community message boards in an amount not to exceed \$67,500. I further move that the Mayor and Council authorize the City Administrator to enter into a three-year annual licensing and maintenance agreement with Soofa for the signs, renewable for two additional years at an annual cost of \$18,600 per year. This agreement is pending the review and approval by the City Attorney for legal sufficiency. The purchase is funded by American Rescue Plan Act (APRA) funds as approved by Council on May 1, 2023. The treasurer is authorized to make the necessary adjustments to the budget to facilitate this expenditure.

Summary Background:

The City's Communications Team is seeking funding for three electronic, solar powered signs for use in high pedestrian areas as part of the ARPA budget allocation.

In an effort to reach community members where they are, the Communications Team has been seeking an electronic message board targeted at a pedestrian audience for several years. The City's two current digital message boards, in Centennial and Driskell Parks, are large scale signs targeted at drivers with limited space on each slide for messaging. The requested Soofa signs offer a more "bulletin board" type feel with the ability to post a calendar of events, important City news, a live-stream of City social feeds, images & graphics, and polls to collect community feedback.

The Soofa sign model is solar powered, requiring only a concrete pad for installation - no electric wiring needed. The sign comes with a vinyl wrap that can be customized with City branding. The attached PDF provides an overview of the sign's features. Our suggested locations for installation are Driskell Park (close to the playground or the walking trail), Heurich Park (near the playground), and The Spot (which is currently proposed for reimagining and placemaking).

Soofa has quoted us with a discounted price for three signs at:

- First year purchase and installation: \$67,500 (10% discount)
- Ongoing fees for maintenance and software, starting after the first year: \$6,200 annually per sign

Soofa signs are a justified purchase under the American Rescue Plan Act under the categories of Support Small Business, Job Seekers & Essential Workers; Protect and Promote Residents' Health; and Support Full Access to Public Infrastructure. More detail on the justification can be found in the attached PDF.

Sole Source Justification:

The Communications Team has researched similar sign vendors and Soofa appears to be the only company offering a mix of solar signage with pedestrian-focused features. Similar "bulletin board" type signs were available, but at a higher cost

due to the requirement for electric wiring during installation. Available solar powered signs appeared to be limited to the large-scale message board type model that the City already has.

Staff recommends using American Rescue Plan Act funds to purchase three Soofa signs to increase visibility of City news and information for people not otherwise connected to City communications. The signs offer a visually pleasing and pedestrian focused message board that can be easily updated by the City's communications staff. Soofa's solar powered model makes this sign more affordable to install and maintain, putting it above other available options.

Next Steps:

Proceed with purchase and installation of the signs.

Fiscal Impact:

One time cost of \$67,500 and recurring annual costs of \$18,600 per year (\$6,200 annually per sign).

City Administrator Comments:

Recommends approval.

Community Engagement:

The signs will be utilized for community outreach.

Strategic Goals:

Goal 4 - Foster Excellence in all City Operations

Legal Review Required?

Pending