



Legislation Text

File #: #21-333, Version: 1

PREPARED BY: JILL MERCURIO

DATE OF MEETING: 09/07/21

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO (1) APPROVING AN AGREEMENT WITH CHANGING ENVIRONMENTS, INC., DBA SOOFA, IN THE AMOUNT OF \$44,000 FOR THE FIRST YEAR AND \$18,000 ANNUAL COSTS FOR UP TO FIVE ADDITIONAL ONE-YEAR EXTENSIONS FOR A TOTAL NOT TO EXCEED \$134,000; (2) WAIVING THE COMPETITIVE BIDDING REQUIREMENTS FOR THE PURCHASE PURSUANT TO THE SAN PABLO MUNICIPAL CODE SECTION 3.16.110(C); (3) APPROPRIATING \$44,000 FROM THE GENERAL FUND DESIGNATED RESERVES TO FUND THE AGREEMENT; AND (4) AUTHORIZING THE CITY MANAGER TO EXECUTE SAID AGREEMENT AND EXTENSIONS

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Enhance Community Resilience: Priority 207 Explore New Information Kiosks/Signage for all City Facilities to Expand City Information and Transparency is an adopted policy item under City of San Pablo City Council Priority Work Plan FY 2021-23, effective March 15, 2021 through Resolution 2021-026.

CEQA Compliance Statement

The installation of these kiosks/signs is categorically exempt under the California Environmental Quality Act (CEQA), Section 15301, Minor Alterations in Land Use Limitations (Class 1) of the CEQA Regulations, on the basis that the project involves repair and minor alteration to the existing public streets, sidewalks, gutters, and similar facilities. The Notice of Exemption was filed and recorded with the Contra Costa County Clerk in late August 2021.

BACKGROUND

Staff has been tasked with installing new informational kiosks at City facilities. These signs (Soofa signs) from Changing Environments, Inc. (dba Soofa) are solar-powered, wirelessly connected, electronic paper screen displays that rotate informational content of interest to local communities that are installed, owned, and maintained by Changing Environments, but content-controlled by the local entity.

The attached Community Signage Agreement allows Soofa to install, operate, and maintain six (6) signs in San Pablo. These signs will be located at San Pablo City Hall, San Pablo Library, San Pablo Senior Center, San Pablo Community Center, Davis Park, and Rumrill Sports Park. Soofa will be responsible for installation, regular maintenance and graffiti removal, and replacement if necessary.

Soofa also provides an easy to operate platform that is wirelessly connected to the signs so staff can

easily provide regular updates to a Community News Feed section. The City-generated news can differ between locations, and can be posted in multiple languages as necessary. The signs can host a number of possible automatic feeds, such as City Calendar/Events and the City's Twitter feed. A static image of a City map will be on the back of each of the signs. The signs will receive a custom vinyl wrap which will coordinate with the existing wayfinding signs throughout the community.

The signs will also host advertising within the guidelines the City has specified, including but not limited to prohibiting anything false or misleading; anything that promotes the sale or use of alcohol, tobacco, or marijuana; advertising of any gaming outside the city limits; and political advertising. Soofa will be responsible for any solicitation of advertising or sign sponsorships. The City will receive 20% of the net revenues from any advertising or sponsorships secured. Soofa receives the remainder of the advertising revenue.

The signs have the ability to sense pedestrian activity so the City and advertisers can see how many "looks" each sign gets.

The City is not conducting formal bidding on these signs because there are no alternative manufacturers of standalone solar powered, wirelessly connected electronic paper signs with 42" E Ink display suitable for outdoor use. The unique nature of this product allows the City to dispense with standard quotation or bidding process pursuant to the San Pablo Municipal Code Section 3.16.110 C, "Sole Source Contracts."

The signs are considered to be Governmental Signs under Section 18.04.060.1 (i.e., Public Information Signs) of the San Pablo Municipal Code and are allowed without a permit. The portion of the Soofa that is devoted to signage shall comply with the requirements for freestanding pylon-supported or monument signs, with no more than 40 square feet per side, no more than two sides, and height of signage not to exceed five feet, or six feet with a Minor Adjustment (Section 18.04.090.C.15.)

AD HOC COMMITTEE REVIEW

On August 24, 2021, staff presented this request to the Wireless/S.P.E.E.D. Projects Ad-Hoc Subcommittee (Cruz; Pineda). Upon completion of the presentation, the subcommittee unanimously recommended the request be forwarded to the City Council for review and approval.

FISCAL IMPACT

The initial investment in the signs is \$44,000 and includes installation and the first year of operations and maintenance. Ongoing annual operation and maintenance costs from Soofa are \$18,000 for the following five years, which will come from operating budgets.

Funding for the initial costs for the Soofa signs will come from the City's General Fund Designated Reserve and will be appropriated from "GFDR/City Facility Maintenance & One-Time Improvements" to 100-3410-43600, Property Maintenance Capital Outlay.