



## Takoma Park City Council Meeting – September 26, 2018 Agenda Item 5A

### **Voting Session (Consent Agenda)**

Single Reading Ordinance Authorizing the Purchase of a Digital Signage System for the Community Center

### **Recommended Council Action**

Approve single reading ordinance

### **Context with Key Issues**

The Fiscal Year 2019 budget includes \$25,000 for digital signage in the Community Center. The purpose of the signage is to inform residents of events, programs, and services offered in the City, and provide other notifications as appropriate and necessary.

A Request for Proposals (RFP) was issued on May 2, 2018 with a submission deadline of May 28, 2018. The following was listed in the RFP's Scope of Services:

"The proposed contract for the installation of three digital signage screens and/or booths is expected to include the following services:

- Evaluate facility layout in coordination with staff and recommend three locations where the digital signage might be placed to maximize effectiveness.
- Provide options within budget for equipment and technology.
- Install all equipment selected for the project, including all cabling.
- Connect digital signage equipment to the City TV Carousel server, and/or to a City IT designated server.
- Check and demonstrate that all equipment is functional; provide instruction and training as required"

We received proposals from three firms: Contract Video Specialists (CVS), Visual Sound, and Navigo. A committee evaluated the proposals and unanimously selected CVS as the best bid. In addition to their proposal coming in at the lowest cost of the three received and the compatibility of the proposed equipment with our existing equipment, City TV staff has also been pleased with the quality of CVS's work in the past.

### **Council Priority**

Engaged, Responsive, and Service-oriented Government

### **Environmental Considerations**

We expect that digital signage will allow us to cut down on the use of paper signage and flyers.

**Fiscal Considerations**

This item authorizes spending in the amount of \$14,125. The Fiscal Year 2019 budget includes \$25,000 in the Cable Grant Fund for digital signage in the Community Center.

**Racial Equity Considerations**

We are unable to determine whether any group would be disproportionately impacted in a positive or negative way by this action. It may be worth noting that the digital signage can and will be used to convey messages in languages other than English.

**Attachments and Links**

- Single Reading Ordinance

Introduced by:

Single Reading Ordinance

**CITY OF TAKOMA PARK, MARYLAND**

**ORDINANCE NO. 2018-  
AUTHORIZING PURCHASE OF A DIGITAL SIGNAGE SYSTEM**

WHEREAS, \$25,000 was included in the Fiscal Year 2019 budget (as a carry forward item from Fiscal Year 2018) for digital signage in the Community Center; and

WHEREAS, a Request for Proposals was issued on May 2, 2018 with a submission deadline of May 28, 2018; and

WHEREAS, we received proposals from three firms; and

WHEREAS, a committee evaluated the proposals and unanimously selected Contract Video Specialists as the best bid. In addition to their proposal coming in at the lowest cost of the three received and the compatibility of the proposed equipment with our existing equipment, City TV staff has also been pleased with the quality of CVS's work in the past; and

WHEREAS, CVS's proposal, which meets the Scope of Services requested, totals \$14,125.

NOW THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager or her designee is authorized to enter into an agreement with CVS to provide the services and equipment requested in the RFP's Scope of Services.

SECTION 2. This Ordinance shall become effective immediately.

Adopted this \_\_\_\_ day of \_\_\_\_\_, 2018 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: