



**CITY OF KIRKLAND**  
**Department of Public Works**  
123 Fifth Avenue, Kirkland, WA 98033 425.587.3800  
[www.ci.kirkland.wa.us](http://www.ci.kirkland.wa.us)

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## MEMORANDUM

**To:** Marilynne Beard, Interim City Manager

**From:** Kevin Nalder, Director of Fire and Building Department  
Helen Ahrens-Byington, Deputy Fire Chief / City Emergency Manager  
Gina M. Hortillosa, P.E., Project Engineer

**Date:** June 3, 2010

**Subject:** Emergency Management (Digital Message Display Signs) – Award Contract

### RECOMMENDATION:

It is recommended that Council award the manufacturing and installation contract for five Emergency Management Digital Message Display Signs to The Sign Factory, of Kirkland, Washington in the amount of \$90,542.00.

### BACKGROUND AND DISCUSSION:

The Digital Message Display Signs project consists of the design, manufacturing, installation and testing of five digital message board signs. Four signs (base project) are proposed at Fire Stations 21, 22, 26 and 27 (Forbes Creek, Central Houghton, Rose Hill and Totem Lake respectively). A fifth sign (additive alternate) is proposed at the North Kirkland Community Center. The primary goal of these signs is to provide the City with a means of emergency communication to citizens at high traffic flow areas. These signs will be connected to the generators in the facilities and will have remote internet access to change the messages. In non-disaster times these signs will be used for public education and community event messaging so the community gets used to seeing messaging at these locations.

City crews will be responsible for the removal of existing signs, site preparation (grading), construction of pedestal base, providing fiber optic and electrical supply to each sign location. The Sign Factory will submit appropriate sign permits (City of Kirkland for all sign locations except Station 27 which is located within King County), manufacture all signs per City of Kirkland Zoning Codes, install signs at specified property locations, test sign operations at each site and provide adequate training to Kirkland staff regarding sign maintenance and operations.

Netversant Solution LLC, under the guidance of IT and CIP staff, will install handholes and provide fiber optic connections from each facility termination point to the respective digital message sign. Netversant has provided a quote of approximately \$11,000 for providing these services at the four fire stations and the North Kirkland Community Center under a professional services contract.

Staff advertised for requests for proposal on the City's web page. The first advertisement was published on May 3, 2010 and nine proposals were received by the May 17, 2010 deadline and total cost (one criteria of the proposal evaluation) is as follows:

<b>Vendor</b>	<b>Base Project + Alternate</b>
Heath Northwest	\$55,588.05
Golden Rule Signs	\$71,507.60
Plumb Signs	\$74,698.10
<b>The Sign Factory</b>	<b>\$90,542.00</b>
Tube Art	\$100,740.00
Apollo Neon	\$104,384.45
Advantage LED	\$104,626.00
American Neon	\$121,924.30
<i>Crossroad Sign</i>	<i>\$129,215.00</i>
<i>Engineer's Estimate</i>	<i>\$160,000.00</i>

Proposals were reviewed and evaluated by a panel formed by staff from the Public Works, Fire - Office of Emergency Management, Finance, Planning, and Information Technology Departments. Based on the following criteria:

- proposed artwork
- sign layout
- project understanding
- cost
- past experience (including references)

Staff recommends that the Digital Message Display Signs contract be awarded to The Sign Factory. Including work by City forces, engineering/design/proposal, fiber optic services and the Contractor's manufacturing and installation, the Project remains within the approved \$220,000 budget (Attachment A). With award of the contract by Council at their June 15<sup>th</sup> meeting, final installation is expected to be completed by early fall.

Attachments (1)

# Digital Message Display Signs (PS 0070) PROJECT BUDGET REPORT

