



CITY OF KIRKLAND
Department of Parks & Community Services
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MEMORANDUM

To: Kurt Triplett, City Manager

From: Lynn Zwaagstra, Director of Parks and Community Services
John Lloyd, Deputy Director of Parks and Community Services

Date: September 7, 2021

Subject: Trailer Mounted LED Screen – Approve Purchase

RECOMMENDATION

Staff recommends the City Council approve the purchase of a trailer mounted LED screen to support future programming that will contribute to the community's recovery from the COVID-19 pandemic.

By taking action on this item under the Consent Calendar, the City Council is approving the purchase order for a 23'x13' LED screen to be used for a variety of programs planned by the Recreation division of the Parks and Community Services Department (PCS).

BACKGROUND DISCUSSION

Throughout the COVID-19 pandemic, Parks and Community Services has continued to serve the community through new and innovative programs and strategies. Staff launched dozens of virtual programs for participants of all ages covering categories ranging from educational, fitness, art, and entertainment. As vaccines became available, case numbers lowered and restrictions were loosened, staff began providing more in-person, outdoor programs including sports, camps, and even a drive-in movie. The drive-in movie was incredibly popular, with a waiting list twice as long as the total number of space available. As such, staff began evaluating ways continue offering movies to the community.

At the [May 4, 2021 City Council Meeting](#), staff presented information on the Summer Action Plan highlighting the benefits of recreation programming within the community. Benefits include physical, emotional and social well-being. Additionally, parks and recreation drive economic growth by providing jobs, drawing people to the area, and driving overall community engagement. Staff immediately implemented several of the programs and strategies outlined in the memo, including pop up dog parks, pop-up sprinkler parks, and increased staffing levels. Planning for other community building events this fall is already underway. To further enhance these programs, staff proposed purchasing a trailer mounted LED screen during the mid-biennial budget adjustment process. A detailed white paper on this matter was included as an attachment to Ordinance-4760 which was approved at the [June 15, 2021 City Council Meeting](#).

Staff highlighted the versatility of a trailer mounted LED screen compared to using a projector, which includes a smaller space required, the ability to utilize the screen during the day, and the ability to use the screen at a variety of events beyond movies.

Staff advertised an invitation for bids on July 27, 2021, with bids due on August 18, 2021. When developing the specifications for this invitation, staff included several options for various size screens as well as an option to bid a used model that meets certain specifications – most importantly the LED screen be new. Following the three-week bid period, only one bid was received, with the bid results presented in Table 1, below. The budget for this purchase is \$250,000 as approved during the June 15, 2021 City Council meeting referenced above.

Table 1: LED Screen Bid Results

Bid Option	Insane Impact
Option 1 23'x13' New	\$263,653.50
Option 2 23'x13' Used	\$241,613.50
Option 3 20'x12' New	\$241,613.50
Option 4 20'x12' Used	n/a
Option 5 17'x10' New	\$164,473.50
Option 6 17'x10' Used	n/a

Conclusion

The original budget was based on quotes received prior to formally seeking bids. The vendor indicated price increases were expected over the summer due to increased cost of materials and chip shortages. These price increases were reflected in the bids submitted. Staff recommend accepting the bid for Option 2, the 23'x13' screen with a used trailer and/components with a new LED screen. The used option comes with the same warranty as the new options. One major advantage of this option is that we expect to get the screen much quicker than a new screen since all the components are already on hand and it does not need to be assembled by the vendor. Additionally, the larger screen is 75% bigger than the 17'x10' option (299 sq ft vs 170 sq ft), and 25% larger than the 20'x12' option for the same price. With the City Council's approval staff will begin the process to complete this purchase and will formalize plans for programs that will utilize this screen as soon as it arrives in Kirkland.