

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager – Authorize request for proposal for Torrance Community Engagement System and appropriate funds.

Expenditure: \$330,000.00 to \$950,000.00

RECOMMENDATION

Recommendation of the City Manager that the City Council:

- 1) Authorize the development of a request for proposal to provide a Torrance Community Engagement System - digital signage and community information displays at Civic Center and other City facilities; and
- 2) Appropriate up to \$950,000 from the Cable TV Fund balance.

Funding

Funding is available from the Cable TV Fund Balance.

BACKGROUND

On July 15, 2008, during the acceptance of property from Chevron Oil on the corner of Sepulveda and Madrona and followed by the discussion on the conceptual design of that corner property, Mayor Frank Scotto expressed interests in adding an electronic sign to promote civic activities and events. Historically, community groups as well as City departments have utilized the fence to hang banners. An electronic sign would greatly enhance the effectiveness of information delivery and promotion of events, activities and services. The project would improve the overall look of the corner by eliminating the need for banner displays along the fence.

In addition, several departments have expressed a need to add signage within their public service areas to inform visitors of activities, events, services, as well as queuing information for services. Others have expressed interest in sharing video unique to their service with their visitors.

ANALYSIS

An integrated Community Engagement System (CES) would address the needs of various departments to promote and inform visitors of activities, events, services, information, advisories, and related content media.

There are two distinct display systems that would be included in this project. Monument signs at specific locations and LCD/LED flat screens inside City building lobbies and/or public areas (Attachment #1). The conceptual design incorporates a computer based system that allows zones to

be created and managed independently by the department, as well as centralized management when needed.

There are four preliminary proposed monument signs locations: Madrona & Civic Center (replacement), Madrona & Sepulveda (new), Civic Center Drive (new) at Cultural Arts Center, and Wilson Park (new) – Attachment #2. The preliminary proposed LCD/LED flat screens are at all public counter areas on Civic Center and various remote City facilities.

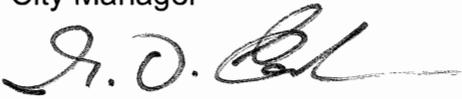
Due to the complexity and costs of the project, staff would propose a multi-phase approach. The 1st phase would include development and implementation of the infrastructure to support the addition to the City's data network; 2nd implement a pilot project at the Permit Center which will feature a customer queuing system; 3rd purchase and installation of monument sign at Madrona & Civic Center and Cultural Arts Center; 4th LCD/LED flat screens at Civic Center; 5th monument sign at Madrona & Sepulveda and Wilson Park; 6th LCD/LED flat screens at remote City facilities (Hardison Sports Center, Libraries, General Aviation Center, etc.). The estimated cost range is broad due to a variety of equipment selections, installation conditions, and location limitations.

The project would be funded by the Cable TV Fund balance with no capital impact to the General Fund. In fact, the Permit Center pilot project would allow reallocation of funds currently earmarked for this project back into the general fund. Once an RFP has been developed, we will have a better idea of the actual costs of each phase. Additional signage locations and types will increase the project cost depending on the existing infrastructure. Operational costs associated with implementation of the project would have minimal impact. The existing Torrance Events Calendar (TEC) content would be integrated into the system to promote activities and events (zones can be parsed out unique to the functional areas); the Permit Center would use existing staff to monitor and update a queuing customer service display and create additional work flow efficiencies, departments with unique content such as video would provide existing staffing to support their specific need.

Respectfully submitted,

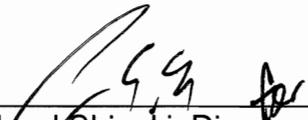
LeRoy J. Jackson
City Manager

By:



Michael D. Smith
Cable & Community Relations Manager

CONCUR:



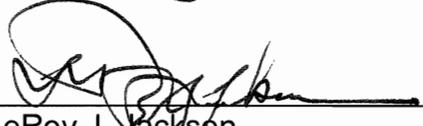
Richard Shigaki, Director
Communications and Information
Technology (CIT)



Sheryl Ballew, Director
General Services



John Jones, Director
Community Services Department



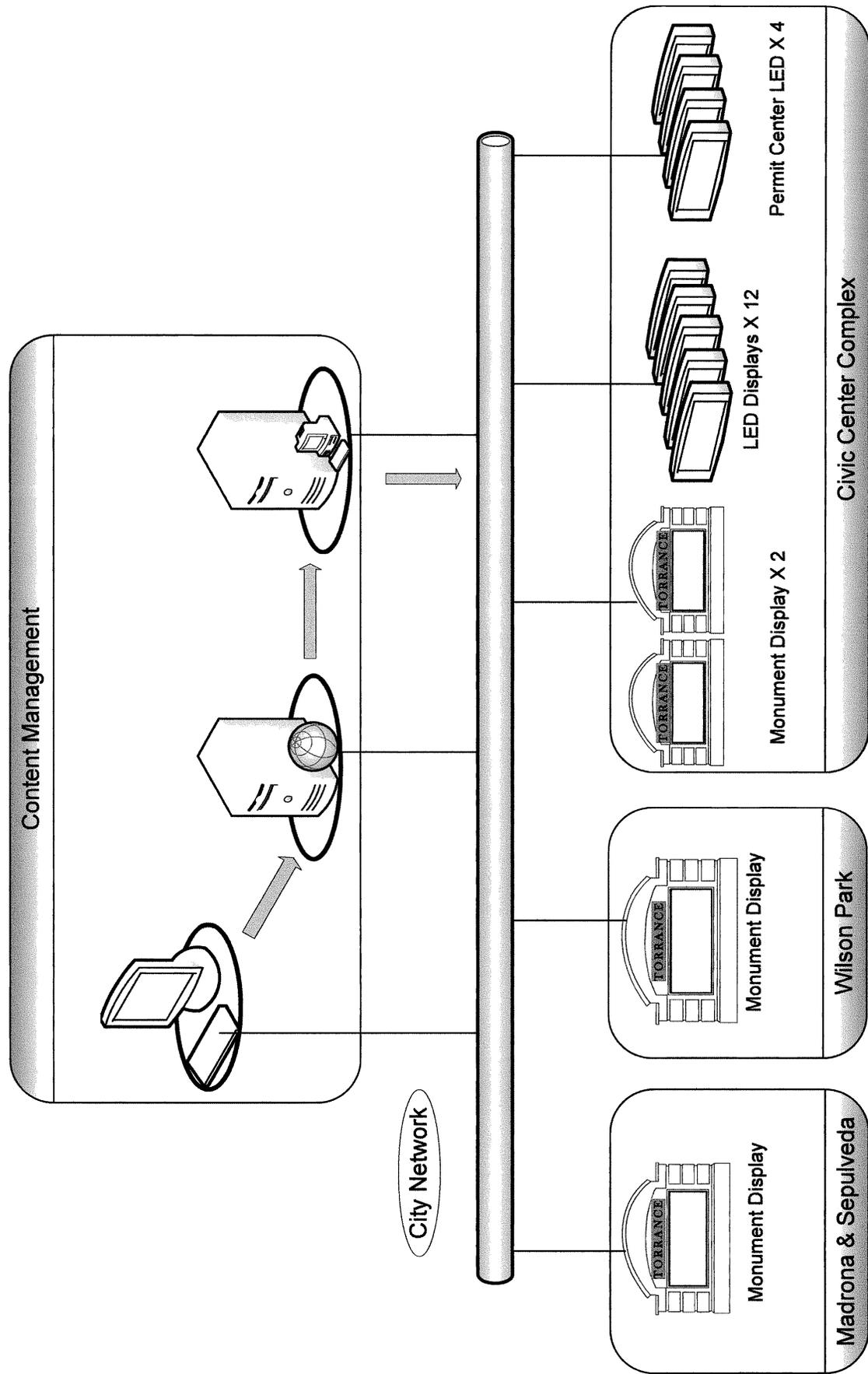
LeRoy J. Jackson
City Manager

- Attachments: A) Torrance Community Engagement Display System – Control and Content Distribution Overview
B) Digital Signage and Community Information Displays

Torrance Community Engagement Display System

Control and Content Distribution Overview

April 25th, 2012



GOALS & OBJECTIVES STATEMENT

GENERAL

The preliminary project goals and objectives are reviewed here to help plan and determine the overall priorities and direction of implementing the proposed community information displays and digital signage systems. This report is a “working” document which will be updated and modified on an on-going basis. Eventually the proposed communication system and its intended functionality will be selected based on information outlined herein.

TARGETED AREAS IN THE TORRANCE COMMUNITY

The areas within the community targeted for display installations include:

1. 12 Digital Signage displays installed at key locations on Civic Center Campus;
2. 4 Digital Signage and cueing system displays at the Permit Center (pilot project);
3. 1 Monument Sign at Torrance. and Madrona Blvds.;
4. 1 Monument Sign at Cultural Arts Center;
5. 1 Monument Sign on Madrona Marsh at the corner of Sepulveda and Madrona Blvds.;
6. 1 Monument Sign on Charles H. Wilson Park at 2200 Crenshaw Boulevard and Jefferson;
7. Other Remote City facilities which may include: Libraries, General Aviation Center, Future Transit Center, Dee Hardison Sports Center, etc.

Confirmed sites and cost estimates are not included in this initial discussion. If desired, additional funding would need to be appropriated. Traffic counts would be used to determine the most effective location, position, size, height, etc. to maximize signage effectiveness.

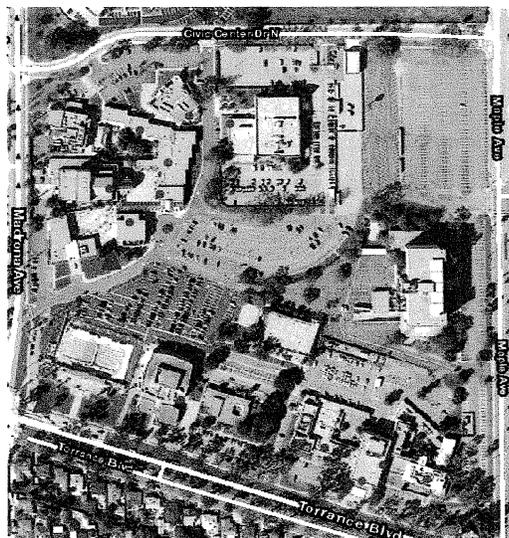
▪ Civic Center Campus

The specific locations proposed for LCD/LED flat panels around the Civic Center include the City Hall Lobby, the City Hall West Wing lobby, the City Hall Permit Center, the City Hall Human Resources Building, the Katy Geissert Library lobby, the Cultural Arts Center (CAC) - Armstrong Theatre, the CAC Dance Studios, the CAC George Nakano Theatre, the CAC Meeting Room lobby, the CAC Ken Miller Recreation Center lobby, the CAC Torrance Art Museum, and the Torrance Police Department Lobby.

The large outdoor Monument Signs on the Civic Center campus include installations at the corner of Madrona and Torrance Blvd. and the front of the Cultural Art Center as shown below.

● = LCD/LED Displays

▲ = Monument Signs

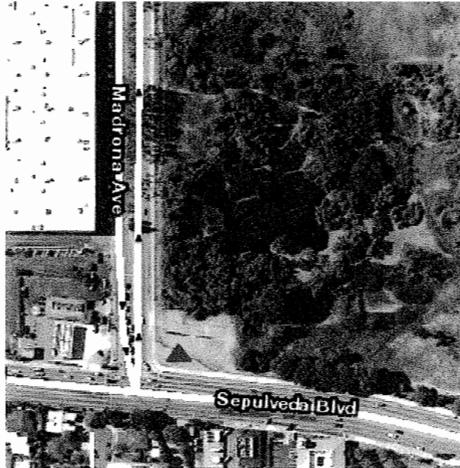


Community Engagement System

Digital Signage and Community Information Displays

- **Madrona Marsh**

The Monument Sign at the corner of Madrona and Sepulveda is proposed to be located as indicated below.



- **Charles H. Wilson Park**

The Monument Sign at 2200 Crenshaw Boulevard and Jefferson is proposed to be located as indicated below.



FUNCTIONAL OBJECTIVES

All displays/signs shall be integrated with the City's network with the ability to monitor and control the information content at all times. The displays will be updated and managed through centralized software with both manual and automated operations as well as fail-safe controls.

- **Main Operational Features**

The software interface will be simple to use, with content management and scheduling features. Access rights, authorization measures and monitoring protocols shall be implemented.

Each display's graphic content and data will populate remotely using a web-based graphical user interface (GUI). The content graphics will have the ability to be separated in screen "zones" accepting internal and external feeds such as RSS and other data links.

The graphic and information building software will synchronize with various City data feeds including the Torrance Events Calendar (TEC). Social media platforms shall be integrated with the core functionality of the installed software to allow users to interact with the information by mobile technology.

An Emergency Override feature must be included so that all message display panels can be control by manual or automatic override during emergency conditions.

- **Main Design Features**

Some of the LCD/LED panels may include interactive touch-screen functions allowing members of the public to access layers of information or navigate to maps, schedules, announcements and community bulletins.

The 4 street-level located Monument signs will be dual-sided to accommodate community traffic from both directions. The brightness capabilities of the Monument signs and any outside LCD/LED Panels should accommodate day-time visibility requirements while also maintaining the least intrusive traffic impacts.

PROJECT CONSIDERATIONS AND RECOMMENDATIONS

- **Display Usage**

Overall policy and guidelines for the permitted use of the displays should be established and authorized by the City through identified objectives and goals. An application procedure for submitting message display requests should be established including a means for approval along with coordination for scheduling procedures.

- **Message Sources**

In accordance with City guidelines set forth, approved message sources should be defined and prioritized considering messages from City departments/divisions and non-profit community groups.

- **Message Content**

The intended scope and purpose of the content messages and graphics that will be displayed on the signs must be fully determined before the process of installation begins. Communication effectiveness and the overall intended value of the communication engagement should also be defined in City policies. A list of criteria for valid messages should be established within the policy. Consideration for the types of message in accordance with the approved message sources might include general City information, announcements of City-sponsored events.

- **Existing Site Conditions**

The proposed signage locations will require electrical power (solar or wired) and network connection availability. Depending on the existing conditions of the various sites and the proximity to power and a data network, the need for trenching, running conduit and/or setting up wireless remote networks should be factored into the overall site costs.

- **Operating Costs**

The Community Engagement System will require on-going management that will impact personnel resources and increase operation costs. Staff assigned to support video equipment and field support will need to be determined and trained as a new system will involve a new area of technology for the city staff consisting of video and computer technology components with remote field support. Systems which require minimal day-to-day resources should be pursued.
- **Computer Infrastructure Compatibility**

The Community Engagement System will integrate into the City's computer infrastructure including networks, computer servers, computer desktops, and applications.
- **Traffic**

Issues regarding vehicle traffic safety and potential driver or pedestrian distractions must be considered.
- **Visibility**

Details of the installation concerning height of the display, existing lighting conditions (especially outdoors) and reflections from existing light sources need to be addressed. Due to potential diminished visibility when inclement weather conditions exist, viewing ranges of the display should be calculated under both normal and less than optimum conditions.
- **Security**

Local operations and functionality are usually disabled on remotely controlled display devices. Decisions need to be made regarding what, if any, operations need to be performed locally as well securing the display to prevent intrusions. Vandalism should be prevented through design considerations.
- **Safety**

Preventing harm from coming to any member of the public viewing the displays must be considered. Securing the displays in a manner which would preclude tampering, climbing, hanging or distracting reflections must be considered.
- **Maintenance**

Considerations for maintaining, updating and servicing the Community Engagement System should factor into overall operating costs.
- **Cost Estimates**

Estimated total costs should be established for the design, purchase and installation of all intended message display systems including annual operating costs.