

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

Members of the Council:

**SUBJECT: Supplemental to Agenda Item 12A Torrance Community Engagement System and appropriate funds**

There are three projects in consideration in item 12A: 1) LCD Digital Signs, 2) Monument Signs, and 3) Permit Center Queuing and Digital Signs.

If the City Council determines that a scaled down option is needed in considering the Digital Signage Systems below are estimated costs associated with incremental selections.

**LCD DIGITAL SIGNS**

This conceptual proposal would place LCD signs in public lobbies to provide information to visitors about events, activities, and services within a specific area or zone. For example, a digital sign located in the City Hall lobby would provide information about meetings, services, contacts, promotion of citywide events and activities; a sign placed in the West Annex would display text and graphic information about recreation programs, services, events, activities, registration, and other important timely information the department wanted to feature; it would also share information about transit and special events; or a sign placed in the Hardison gym would feature events, daily schedules, important facility information, promotion of the Wall of Fame, etc.

Council may wish to consider phasing/-in of the signage through installation of one or two LCD Digital Signs such as at the lobby of the Civic Center and/or in the West Annex or the Hardison Gym. The cost of the first sign would be \$10,000 which includes one 55" LCD panel and the network for the entire project. A second would be an additional \$10,000; a third and thereafter would be \$6,000 each.

**MONUMENT SIGNS**

The conceptual proposal would place four (4) monument signs at very visible locations but can also be approached on a phased- in basis; for example:

- the estimated cost to install one monument sign at the corner of **Sepulveda and Madrona** may be between \$183,000 – \$278,000, which is the more expensive sign as it requires more extensive site preparation. The estimate is inclusive of one large multi-color sign, with an option for one or two-sided; integrated automation, control, network, and display monitoring software; network hardware, interface with city network; site preparation, design, project development, and oversight;
- the estimated cost for one at the **Civic Center Plunge** area may be \$120,500 - \$178,000 inclusive of the required components as noted above.

## PERMIT CENTER

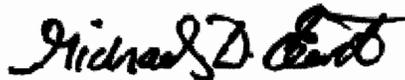
The estimated cost to install the Permit Center queuing and display system is \$60,000. This will be very beneficial to many departments as the Permit Center hosts many City departments to provide counter services to the public inclusive of City Treasurer, Community Development, Finance, and Fire. The Permit Center is the initial point of contact to direct the public to various counters or personnel depending on their needs. With a myriad of possible requests and customer needs a systematic method to direct customers and inform staff of those needs is essential. A Customer Flow Management (CFM) system will increase productivity, provide a more relaxed atmosphere and generate data to drive ongoing customer service improvements on a long term perspective.

The public and staff would see an immediate and direct benefit with the implementation of a CFM system at the Permit Center including:

- Managed virtual queuing to create a relaxed waiting atmosphere;
- Customer prioritization and appointment management;
- Customers can view announcements directly related to their business at the Permit Center while waiting;
- Increased management control to direct resources where needed;
- Self-Service options integrated with the Departments permitting system;
- Instant and reliable notification of off-counter staff to provide counter assistance;
- Streaming of information using the system's monitors.

All of these signs would be part of our emergency notification system in the event of a disaster

Respectfully submitted,  
LeRoy J. Jackson  
City Manager



By: \_\_\_\_\_

Michael D. Smith  
Cable & Community Relations Manager

CONCUR:



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LeRoy J. Jackson  
City Manager