



LONG BEACH REDEVELOPMENT AGENCY

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October 2, 2006

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Recommendation to approve and authorize the Executive Director to enter into a contract with Sav-On Signs in an amount not to exceed \$50,000 for signage services throughout all redevelopment project areas. (All Project Areas – Citywide).

DISCUSSION

Supporting recommendations of the Independent Study and the subsequent Communications and Public Outreach Plan, staff has utilized signage as an integrated component of communication to the Long Beach Community. Signs have been key in increasing community awareness and promoting the Redevelopment Agency's (Agency) successful projects.

The Agency has been utilizing the services of Sav-On Signs through Blanket Purchase Orders (BPO) on an as-needed basis. Over the past year, a total of \$271,532 was spent on fabrication and installation of signs, banners and entryway monuments. Of this:

- \$77,228 was spent on the production of advertising banners and wood/alumalite signs in the seven redevelopment project areas;
- \$94,025 was spent on the production of 60 seasonal street pole banners in the North Long Beach Redevelopment Project Area, which are to be reused every year; and
- \$100,279 was spent, in a one-time event, on the fabrication of eight Gateway monuments placed in different streets throughout the city of Long Beach (Exhibit A).

Staff has identified the need for the production of additional signage and sent out a Request for Qualifications (RFQ) on July 12, 2006. Four firms responded to the RFQ. Due to the low response rate, the Agency has decided to release a second RFQ. In order to address the current needs of the Agency for signage services, staff

The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.

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recommends that the Agency award a contract to Sav-On Signs in an amount not the exceed \$50,000. The combined compensation under the BPO and the approved contract would be \$321,532.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



For PATRICK H. WEST
EXECUTIVE DIRECTOR

PHW:CB: DW:JR

APPROVED:



GERALD R. MILLER
CITY MANAGER

Attachment: Exhibit A – Signs, Pole Banners, Advertising Banners and Entry Way Monument Pictures







