



## CITY COUNCIL AGENDA REPORT

**Meeting Date:** 7/18/2019

**From:** Noreen Leek, Recreation Manager

**Subject:** Signboard Upgrade Project

### **Community Goal/Result**

Community Building

Fiscally Prudent

Ecological Sustainability

### **Purpose**

Engage and inform residents with a sustainable alternative to the town's signboards that is both fiscally prudent and environmentally friendly.

### **Recommendation**

Approve funding for the signboard upgrade project through the City's Capital Improvement Plan in the amount of \$90,000.

### **Background**

In 2017, the Parks & Recreation Commission identified the signboard upgrade project as one warranting attention and an ad hoc subcommittee was formed comprised of representatives from the Open Space and Ecology Committee as well as the Parks & Recreation Commission. The subcommittee met several times in 2018 to review signboard alternatives, define pros and cons, and identify a viable solution that would be palatable to the community. The ad hoc subcommittee recognized the community desire to preserve the small town charm of the existing signboards and approached the project with a great deal of thoughtfulness and sensitivity.

Both the Open Space and Ecology Committee and the Parks & Recreation Commission are unified in their recommendation of the Elnk solution to replace the City's existing signboards. This alternative is non-light emissive, provides a similar paper-like appearance, consumes minimal power and reduces waste to the landfill.

The proposed solution includes a dual sided display at the Community Park using the existing wooden frame to preserve the aesthetic and a similar single-sided version at the Ridge. Each unit is comprised of (3) 42" Elnk panels positioned side-by-side and programmed to display one continuous message. The fringe benefits of the Elnk solution include a greater message capability set within our rotation parameters, the ability to accommodate all signboard requests received, and remote programming to allow for real-time data and emergency notifications.

### Discussion

At the City Council meeting of June 20<sup>th</sup>, the Council reviewed the full proposal and asked staff to provide additional information regarding the overall lifespan and warranty options.

The lifespan of digital displays is often quantified by power type components and light features which are the primary points of failure. Given that the Elnk displays lack LED backlights, bulbs, or other power-type components with explicit shelf lives, it is difficult to define their lifespan.

Cities around the world including London, Pittsburgh, Singapore, and Berlin are using electronic paper solutions as an approach to sustainability. Elnk shard examples of existing solutions and their success. Ljubljana, Slovenia was the first city to digitalize all public services onto electronic paper and was identified as the European Green Capital in 2016. Sydney, Australia reported a zero failure rate on their outdoor Elnk traffic and transit displays in place since 2013. In 2014, the city of Copenhagen rolled out the largest installation for bus stops worldwide with 1,200 e-paper displays and zero reported issues. Another installation in Boston has been active since 1999.

The display industry standard for warranties is traditionally one year. The manufacturing company, Digital View, specified a one year warranty in their original proposal but has since received our request regarding an option to extend. At this time, they have yet to disclose a revised warranty option but staff is willing to continue negotiations to determine whether an extended warranty option is financially prohibitive.

### Fiscal Impact

The purchase manufacturing and installation price of the Elnk display units is \$90,000 compared to the current cost of \$20,000 annually to operate the existing signboards.


The units would be protected by tempered glass or acrylic but in the unlikely event of damage or failure, only an individual panel would need to be serviced, repaired, or replaced. The cost to replace one individual panel would be less than \$10,000. For comparison, the cost to replace the existing signboard printer is \$3,000.

### Measure of Success

Citizen engagement is timely and effective. The City is able to report a reduction in the amount of waste contributed to the landfill and a cost savings within 5 years.

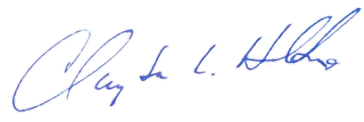
### Attachments

1. n/a




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Noreen Leek, Recreation Manager




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Clay Holstine, City Manager