

Digital Billboards

Background

Background: Currently, the City has two digital billboards, one at Bill Gentry Park (on the corner of Thunderbird and El Mirage Roads) and one at the entrance to Gateway Park (on the corner of Cinnabar Avenue and El Mirage Road). The billboards were installed at different times (2018 and 2013 respectively), they are different proportions, and they are managed via two separate software systems.

The digital billboard at Bill Gentry Park is in visible disrepair. There are discolored sections within the display panels that are unsightly. The warranty and service contract on both digital billboards has expired. Intergovernmental and Public Relations currently budgets \$7,000 for billboard maintenance costs. The current billboards have a resolution of 19-20mm which makes more intricate images and text difficult to read. Both billboards are at the end of their lifecycle, making it nearly impossible to obtain parts. However, additional repairs and replacements will be needed. The digital billboard at the entrance near Gateway Park is mounted on a bare pole with no pole covering and no identifying header. To enhance the aesthetics of the Gateway sign, a pole cover and back panel with the City logo (to match the design at Bill Gentry Park) is recommended. This update would bring a cohesive and finished look to our official signage throughout the City and support the City's established brand.

The City's digital billboards are currently being used as an important means of communication with residents. Billboard messaging along the main thoroughfare of the City ensures that residents who do not use social media or regularly visit the City's website are still apprised of current and upcoming City events and information. Some of the most recent messages on our digital billboards have included information on: Bulk Trash Registration, Public Safety Day, Parks and Recreation Master Plan Community Workshop, Music in the Park Events, City Council Meeting Schedule, El Mirage Police Department Tip Line, and Community Action Program information.

Supporting Information:

\$260,000 has been budgeted in FY25 to replace the City's two digital billboards.

- Both signs would be upgraded from a resolution of 19/20 mm to a higher (crisper) resolution of 8mm, making images clearer and text more readable.
- New signs will connect to the Integrated Public Alert and Warning System (IPAWS) for emergency alerts such as Amber Alerts and inclement weather conditions.
- Both signs would be produced by the same manufacturer, which would make their use and maintenance more efficient.
- Convenient features such as displaying the local time, date, temperature/weather, or other Really Simple Syndication (RSS) feeds.
- Both signs would utilize the same management software and display proportions for more efficient uploading of the same artwork.
- The aesthetics of the Gateway billboard will be upgraded by adding a pole cover and an identifying header to match the sign at Bill Gentry Park.

An internal staff committee was formed to review proposals from three digital billboard companies. Representatives from Intergovernmental and Public Relations (IPR), Information and Technology (IT), and Public Works participated in on-site demonstrations by all three companies and virtual software demonstrations.

Quotes:

The following estimates were received by three companies to replace digital signs in both locations. Each quote includes:

- 8mm resolution LED display (double screens at 2 locations)
- Includes tear down and disposal of current equipment
- Includes 5-year manufacturer warranty on parts
- Excludes taxes, permits, inspection fees, and electrical work

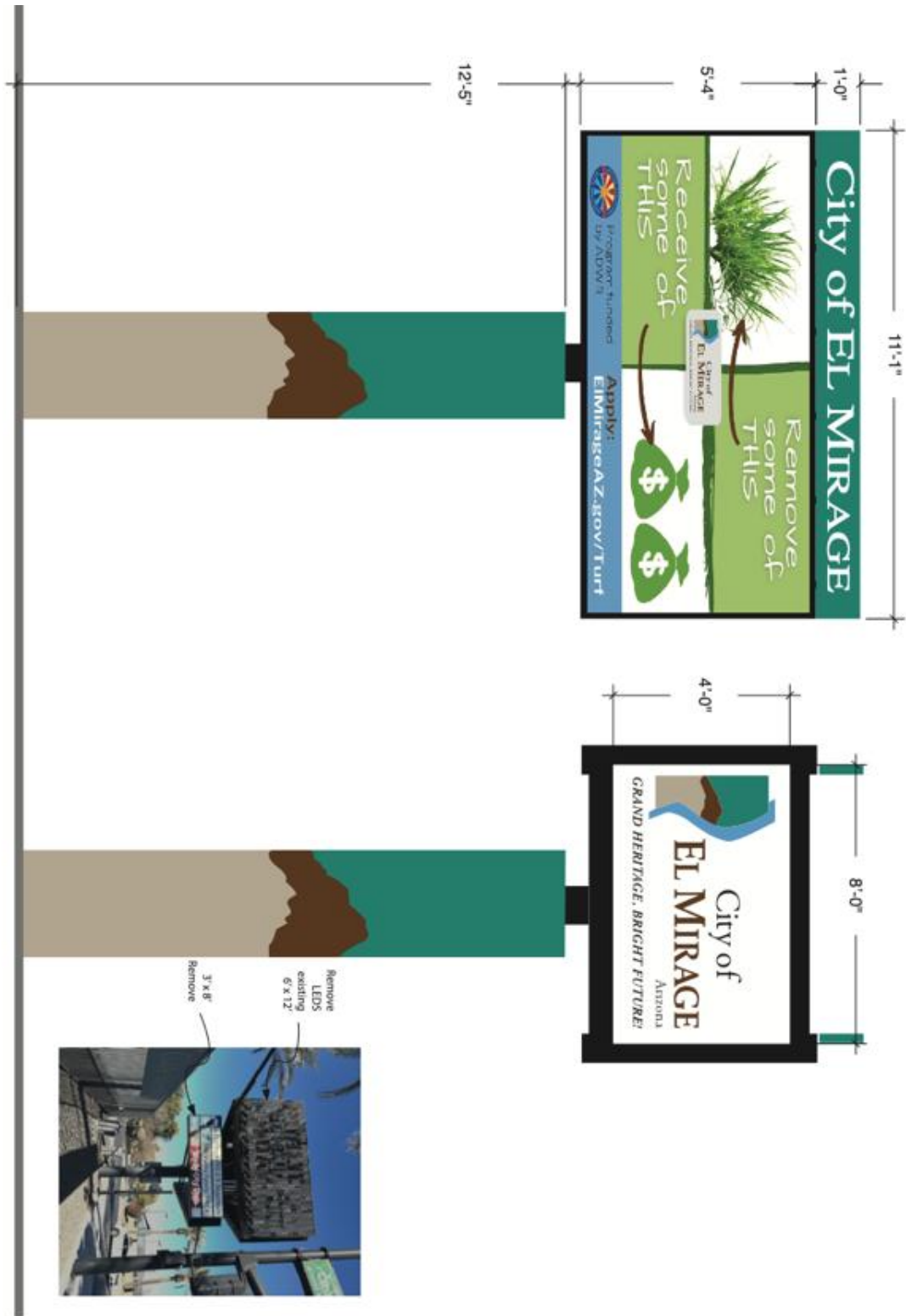
1. **Precise Sign Co., LLC (Daktronics) – \$195,039 (base price)**

- Manufacturer onsite technician, 1 year
- Manufacturer parts warranty, 10 years
- Parts package (4 modules)
- Add Pole cover, top cabinet and back panel (Gateway only) +\$24,240
- **Full cost with added cabinet/pole improvements \$219,279**

2. Associated Sign Company (Watchfire or Daktronics) – \$199,143 (base price)

3. Yesco (Watchfire) – \$274,850 (base price)

Renderings, etc.



071101-01
 precise, arizona PDC
 48.38.888
 PO BOX 275,755
 www.precisesignco.com

DESCRIPTION: Customer Custom Layout
 This is an original conceptual drawing submitted solely for the project being planned. It is not to be reproduced in any manner or shown to persons outside your organization without the express written authorization of Precise Sign Company.

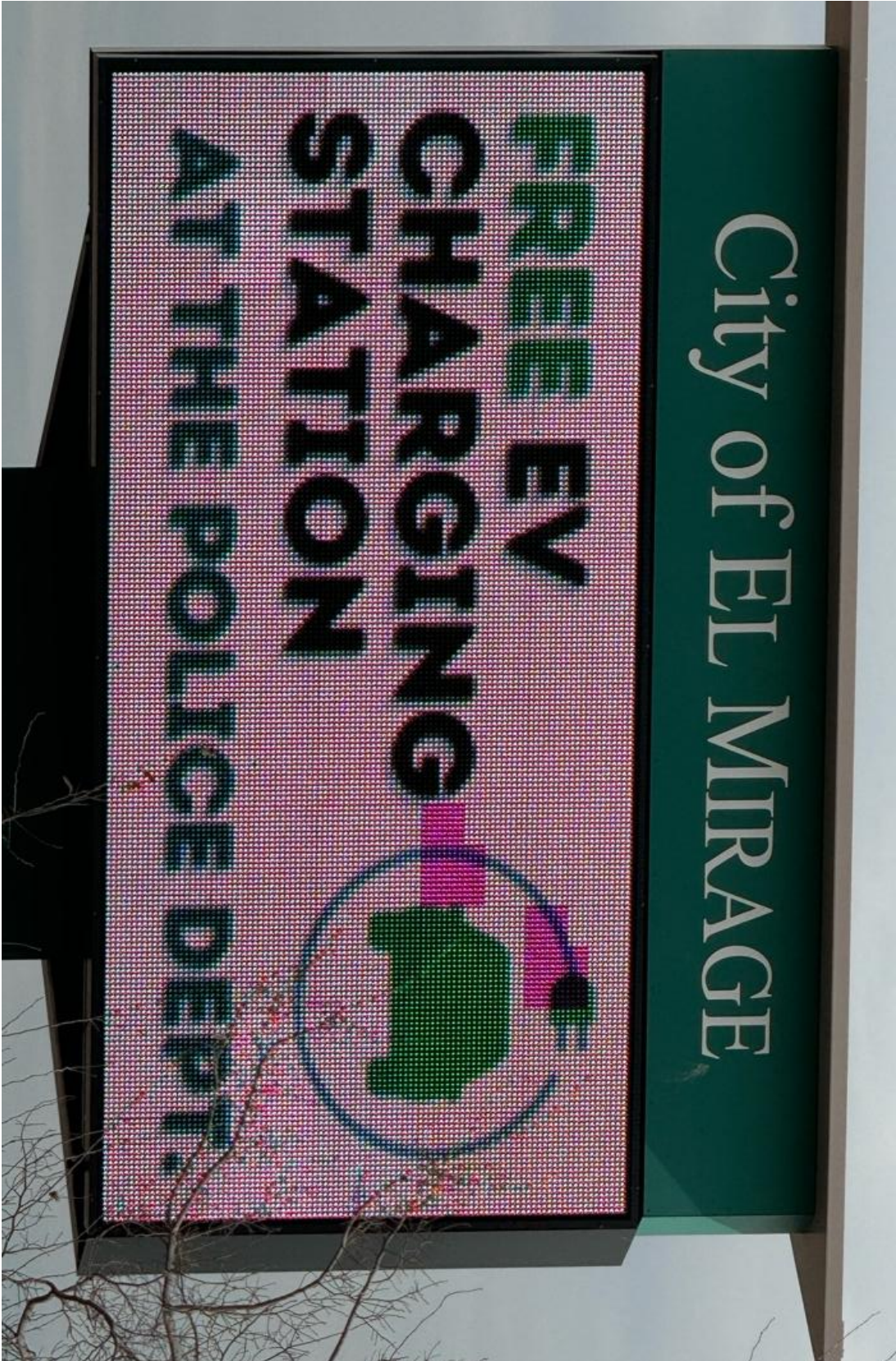
CUSTOMER:
 LABELS:

PROJECT: City Hall Billboard
 El Mirage, AZ

DATE: 12.24
 Revision:

DESIGN NO.: 12.22.24.1
 SHEET NUMBER: .03

Current Digital Billboard (at Bill Gentry Park)



This image shows the difference between various resolutions. The image on the left is 15.85mm and the image on the right is 8 mm. The resolution upgrade recommended for El Mirage is to 8mm from 19/20mm to increase clarity and overall readability.



Resolution – 15.85mm

Resolution – 8mm

THE RIGHT SIGN FOR YOU

When it comes to choosing the best digital sign for your location, it is important to look at it from your customer's point of view. Signs with larger pixel pitches are generally viewed from farther away, such as from the road. Signs with smaller pixel pitches can show imagery and detail closerup, like at eye level. Finding the right balance between the pixel pitch, the placement of your sign and the physical size of the display is key.

25FT VIEWING DISTANCE



6mm – 25ft



8mm – 25ft



10mm – 25ft



15.85mm – 25ft

OPTIMAL VIEWING DISTANCE



6mm – 25ft



8mm – 40ft



10mm – 60ft



15.85mm – 80ft

Some Daktronics signs in the area:



City of Kingman, AZ



Gila River Casino, Chandler, AZ



Fort McDowell Casino, Fort McDowell, AZ



Desert Diamond Casino, Waddell, AZ