



Agenda Report

July 14, 2016

To: Rose Bowl Operating Company (RBOC)

From: Darryl Dunn, General Manager

Subject: Authorization to negotiate and enter into a Service Contract with Daktronics, Inc. for video display services.

RECOMMENDATION:

It is recommended that the RBOC Board of Directors:

1. Find that the proposed action is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines per Section 15061(b)(3) (General Rule);
2. Authorize the General Manager to enter into a contract without competitive bidding pursuant to City Charter Section 1002 (F), as a contract for professional or unique services, and find that the contract is exempt from the competitive selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to Pasadena Municipal Code Section 4.08.049 (B), as a contract for which the RBOC's best interests are served; and
3. Authorize the General Manager to issue a five (5) year Service Contract in an amount not to exceed \$451,435 with Daktronics, Inc. for an annual service, maintenance, and module replacement of the current Daktronics video displays and controls.

BACKGROUND:

In 2011, Daktronics was awarded the contract to install the current video displays and control room equipment as an element of the Rose Bowl Renovation Project. For the past five (5) years, the RBOC has been utilizing Daktronics on an annual extended service agreement to maintain the current equipment on site for approximately \$40,000 per year.

The current video display equipment is 5 years old, technology has continued to develop and improve. Daktronics is willing to upgrade the video modules on the large North videoboard in conjunction with the long term service agreement. This upgrade will extend the life expectancy of the display for additional 10 years (2026).

The proposed upgrades will include the replacement of all the video modules for the North videoboard to the most current technology. Although all the modules will be replaced and calibrated prior to the first UCLA game (September 10, 2016), the RBOC's contribution of \$50,000 per year over the five year agreement term for a total amount of \$250,000. The total anticipated investment cost to replace the modules is \$1,000,000.

The proposed service agreement breakdown is as follows:

Year	Service & Maintenance (includes module investment contribution)
2016-2017	87,940
2017-2018	89,080
2018-2019	90,250
2019-2020	91,460
2020-2021	92,705
TOTALS	\$451,435

To date the partnership between Daktronics and the RBOC throughout the past five years has been beneficial for both parties. Staff and outside vendors have been satisfied with the professional and timely service provided to the stadium to date. The ability to upgrade and maintain the existing video displays without full replacement of equipment and controls is extremely beneficial to the RBOC's long term unfunded capital improvement projects. Currently, staff is carrying a \$3 million line item for replacement within the next 10 years, which will most likely be extended beyond that time due in large part to the replacement of the videoboard modules.

This contract is exempt from competitive bidding pursuant to Pasadena City Charter Section 1002(F) (professional or unique services). For the above reasons, staff recommends that the Board find that this contract is in the best interest of the RBOC and is also exempt from the competitive selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to section 4.08.049 (B), contracts for which the RBOC's best interests are served. Staff therefore requests authorization to continue the RBOC's relationship with Daktronics, Inc for service, maintenance, and continued upgrade of the current equipment.

ENVIRONMENTAL:

The proposed contract has been determined to be exempt from the CEQA process pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question, such as the services to be provided in this contract, may have a significant effect on the environment, the activity is not subject to CEQA.

FISCAL IMPACT:

Sufficient funds are provided for in the fiscal year 2017 operating budget in various budget accounts.

Respectfully submitted,

for 

Darryl Dunn
General Manager