



## **CITY OF SAN PABLO**

### **Request for Statement of Qualifications & Proposal**

The City of San Pablo ("City") invites proposals from qualified firms, partnerships, corporations, associations, persons or professional organizations to enter into an Agreement with the City for the following Project:

**Renovate and Operate one (1) double sided LED digital outdoor billboard sign (the "Project") on City of San Pablo land adjacent to Interstate 80, as identified in this Request for Statement of Qualifications & Proposals ("RFP") and further shown in Exhibit A attached.**

Interested firms or persons are invited to submit their qualifications and proposals as described below, with one (1) electronic copy on a CD or USB drive, and five (5) bound copies of requested materials addressed to:

**City of San Pablo  
Attention: City Clerk's Office  
13831 San Pablo Avenue Bldg. 1  
San Pablo, CA 94806**

Questions regarding this RFP may be submitted in writing only and directed to Charles Ching via email: [CharlesC@sanpabloca.gov](mailto:CharlesC@sanpabloca.gov).

**All responses must be received by May 9, 2016 not later than 3:00 p.m.**

This RFP is not a formal request for bids or an offer by the City to contract with any party responding to this RFP. The City reserves the right to reject any and all responses. The City also reserves the right to amend this RFP as necessary. All materials submitted to the City in response to this RFP shall remain the property of the City at no cost.

## **1. ABOUT SAN PABLO**

The City of San Pablo is located in West Contra Costa County off Interstate 80, minutes away from the Bay Area cultural centers of Berkeley, Oakland and San Francisco. Interstate 80 is the principal arterial route between the Bay Area and Sacramento. The City of San Pablo is nestled between the cities of Pinole and Richmond, and by the neighboring cities of El Cerrito and Hercules. Historically one of the oldest Spanish settlements in the region, San Pablo has become a thriving residential and business community with a population of about 32,000 in an area of approximately two and one-half square miles. Additional information about the City can be obtained from the City of San Pablo website: [www.sanpabloca.gov](http://www.sanpabloca.gov)

## **2. THE PROPERTY**

The City currently owns a property within the City of San Pablo adjacent to Interstate 80, located at Post Mile marker 4.38L (the "Property"). This location is approximately 300 feet east of the San Pablo Dam Road overcrossing I-80. The Property is also identified by Assessor's Parcel Number 417-290-014, the parcel map is attached hereto as Exhibit A.

## **3. THE PROJECT**

The City desires to enter into a lease and operating agreement (the "Agreement") with the selected firm (the "Firm") who will be responsible for: i) renovating the existing sign and converting it to an LED sign; ii) procuring the necessary Caltrans permits (the "Caltrans Permits") and all other permits, including, but not limited to planning and building permits from the City of San Pablo, necessary to operate the LED signs, with such permits in the name of the City of San Pablo; and iii) manage the content of the LED sign(s) (together, the "Project") under two alternative scenarios specified under section 8 below.

The City is looking for a firm that has the financial strength, management and expertise to complete the Project within the proposed timelines, while offering the best overall return to the City. The firm will be selected based on qualifications and demonstrated competence that include relevant experience, and a proven track record with outdoor advertising signs, including public agencies, as well as offering the best overall return to the City.

**Sign Renovation** - The City currently owns and operates a static, on-premise sign on the Property, which has a current, compliant RD #5 Caltrans license. The City desires to convert the existing sign into a double sided LED digital outdoor billboard sign, a conceptual design of which has been approved by the California Department of Transportation (Caltrans) and is attached as Exhibit B (the "LED Sign").

The Firm will renovate the existing sign according to the conceptual design as shown in Exhibit B. It is the understanding of the City that the existing structure will not require modification to support the proposed new signs. The Firm will submit a proposed budget for the renovation of

the LED Sign with its proposal and the parties shall agree on a final budget with the execution of the Agreement. The City will only reimburse third-party costs incurred for obtaining a building permit and physical renovation of the sign.

**Permitting** - The Property is located in an area designated by Caltrans as Landscape Freeway, which may require a relocation of another existing sign(s) also located in a designated Landscape Freeway in the State of California in order to procure the Caltrans permit. Caltrans has indicated they may require a 2:1 ratio. The Firm must have the ability to relocate other existing signs in a designated Landscape Freeway to procure the Caltrans permit or any other permit(s) required to operate the LED Sign. It is also the City's desire to have the Caltrans permit(s) and any other permit(s) under the City's name and ownership.

**Content Management** – The Firm will be managing the general advertising content for the LED Sign. The top portion of the LED Sign will be an LED digital static sign (“top”); the middle 14’ x 48’ panel will be an LED digital general advertising sign (“middle”); and the bottom panel will be an LED Digital static sign stating “City of San Pablo” (bottom”).

Except for any advertising or messages displayed on the LED Sign at the request of the City, all advertising to be displayed must be strictly “commercial advertising.” In addition to the general limitation to advertising, the Firm may not display any message that:

- a) is false, misleading, or deceptive;
- b) promotes the sale or use of tobacco products, alcoholic beverages, or medical marijuana, whether directly or indirectly;
- c) contains “obscene matter,” as that term is defined in local, California or federal law, including but not limited to any statements or words of an obscene, indecent or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or decency or any other matter or thing of an obscene, indecent or immoral character;
- d) contains any “political advertising,” which means advertising that promotes or opposes any candidate for public office or promotes or opposes a ballot measure, referendum, bond issue, or any federal, state or local legislation, regulation, or other discretionary action;
- e) contains language that presents a clear-and-present danger of causing riot, disorder, or other imminent threat to public safety, peace, or order;
- f) that promotes any product, service or activity that is illegal under federal, state, or local law.
- g) the firm will not advertise any casino or gambling establishment, other than Casino San Pablo, except as set forth below in Section 8 Submittal Requirements, Proposed Revenue Sharing.

#### **4. PREVAILING WAGE REQUIREMENTS**

All work on this Project will be subject to prevailing wage requirements. All contractors and subcontractors must be registered with the Department of Industrial Relations to perform public construction.

#### **5. QUALIFICATIONS**

At a minimum, each responding firm should possess the following qualifications:

- Experience in renovating or constructing LED digital outdoor advertising signs.
- Experience with the Caltrans permitting process.
- Ability to relocate existing signs currently in a designated Landscape Freeway area which will allow the City or the Firm to enter into a Billboard Relocation Agreement with Caltrans.
- Experience managing advertising content on LED digital outdoor advertising signs.
- Experience in maintaining LED digital outdoor advertising signs.

#### **6. SELECTION CRITERIA**

A “best value” method of selection will be utilized. The “best value” method includes, but is not limited to, the following selection criteria:

- Monetary and overall return to the City, including proposed reimbursement amount for renovation.
- Technical expertise of Firm.
- Overall firm experience & financial strength.
- Recent completion of similar projects.
- Permitting experience with Caltrans.
- Advertising sales capacity for the proposed location.
- Schedule.

- Proposed terms of the Agreement including who will be the holder of the Caltrans permit.

## **7. EVALUATION PROCESS**

1. The City will review and evaluate all submitted responses received per this RFP.
2. Submittals will be opened privately to assure confidentiality and avoid disclosure of the contents to competing respondents prior to and during the review, evaluation and negotiation processes. However, to the extent that the submittals are public records under California law, the submittals may be released to the public if requested by members of the public.
3. Submittals will be reviewed for responsiveness and evaluated pursuant to established objective criteria, with particular attention to, without limitation, each respondent's qualifications, demonstrated history, and the firm's demonstrated ability to meet its commitments. The proposals will generally be evaluated based on:
  - i. Estimated monetary & overall return to the City over the term of the Agreement, including reimbursement amount: 50% weighting,
  - ii. Overall qualifications of the Firm: 25% weighting.
  - iii. Renovation schedule: 5% weighting
  - iv. Holder of Caltrans Permit: 20% weighting
4. After the submittals are evaluated and ranked, the City, at its sole discretion, may elect to interview one or more firms.
5. If a commitment is made, it will be to the most qualified respondent with whom the City is able to successfully negotiate the most favorable terms and conditions to the City for the final Agreement.
6. Final selection of a firm, with terms and conditions of any and all agreements, and authority to proceed, shall be at the sole discretion of the City.
7. City staff will recommend firm(s) to the City Council that, in staff's opinion, are most qualified, and upon their approval will finalize an agreement with that firm.
8. If the City is unable to successfully negotiate a satisfactory agreement with terms and conditions they determine to be fair and reasonable, the City may then commence negotiations with the next most qualified firm in sequence, until an agreement is reached or determination is made to reject all submittals.

## 8. SUBMITTAL REQUIREMENTS

All responses must be concise, well organized, and demonstrate the firm's qualifications. Responses shall follow the format outlined below. Responses shall be no longer than thirty (30) pages, 8½" x 11" paper, inclusive of resumes, forms, and pictures, and tabbed according to the numbering system reflected below.

**Cover Letter.** On company letterhead, signed by an authorized representative of the firm that has the ability to bind the firm. Include your understanding of the scope of this Project, and why you believe you are best qualified to perform the services requested.

### Firm Information

1. Name, address, and brief history of the firm. Please include any former names of the firm and the number of years the firm has participated in the billboard sign business.
2. A description of the firm with an organizational chart. Resumes of personnel to be involved with the Project should be included, including and reflecting their public sector experience. Also identify your firms' key person, including all contact information, who will be responsible for negotiations, etc.
3. Provide a statement regarding the firm's ability and resources to complete this Project.
4. Provide proof of insurance, bonding capacity, and coverage limits. The Agreement will require at least \$1 million in general liability insurance with \$2 million aggregate, with the City named as an additional insured by endorsement, and workers compensation insurance.
5. Provide signatory status, and include the type of legal entity the City would be contracting with (corporation, partnership, joint venture, etc.).
6. Location of nearest local office and main office, if different.

**Prior Relevant Experience.** The City prefers to contract with a firm that has direct experience on projects of similar scope and size, located in the geographic vicinity of the City. List examples of projects (maximum of five) your firm has been involved within the past five (5) years that address the following:

1. LED Digital signs located within approximately seventy-five (75) miles of the City's administrative offices.
2. LED Digital or static signs where the landowner is a public entity.
3. List other projects you would like the City to consider in its evaluation.

For these projects, provide a contact name and telephone number for the owner(s) and indicate which key firm personnel worked on each project.

**Proposed Agreement terms and conditions.** Provide your proposed terms and conditions, to be included in the Agreement. The submittal must include:

- Expenses to be paid by the Firm during the lease term. Identify any expenses to be paid for by the City during the lease term.
- Term of the Agreement. Option terms if applicable.
- Maintenance to be paid by the Firm during the lease term. Identify any maintenance expenses to be paid for by the City during the lease term.
- Ownership of Caltrans permits.
- Identify any other relevant terms and conditions that might impact the overall return to the City.

**Proposed Revenue Sharing.** Must provide the proposed revenue sharing for your proposed Agreement under 2 scenarios:

**Scenario 1:** The Firm to manage general advertising content for the middle panel of the LED Sign only, per Caltrans regulations and this RFP and subsequent Agreement. Aside from the advertising restrictions specified under Section 3 above, the Firm is also prohibited from advertising any gaming establishments unless authorized by the City.

**Scenario 2:** The Firm to manage both top and middle panels and only adhere to advertising restrictions specified under Section 3 above. In this scenario, the message for the top panel would be fixed and the middle panel would be operated as a normal digital LED billboard sign, per Caltrans regulations and the restrictions set forth in Section 3 above.

The submittals must include the following under both scenarios:

- Proposed revenue sharing or payments to the City, expressed as a percentage of gross advertising revenue, with a guaranteed base lease payment.
- Projected annual revenues to the City.

## 9. CONDITIONS

In providing responses to this RFP, respondents agree to the following:

- City has no obligation to enter into an agreement with any party in respect to the Project as a result of their response to this RFP.
- City may modify or waive at will any and all of the criteria or procedures specified in this RFP.
- City will not compensate any respondent for respondent's cost in submitting a proposal for this RFP.
- This RFP contains descriptions of the Property and other matters that are deemed accurate. However, City makes no representations whatsoever in respect to any factors affecting development of the Property. Prior to entering into any agreement with City, it is assumed that prospective firms will complete all of their own due diligence.

## 10. SCHEDULE

<b><u>Task</u></b>	<b><u>Date</u></b>
Date RFP Published	April 19, 2016
Questions to RFP Due	April 28, 2016
Response to RFP Questions	May 2, 2016
RFP Proposals Due	May 9, 2016
Panel Interviews, if necessary	Week of May 30, 2016
Firm Selection	Week of June 13, 2016
Negotiate and finalize Agreement	Week of June 13, 2016
Award and Notice to Proceed	TBD

## 11. EXHIBITS TO REQUEST FOR PROPOSALS

Table of Exhibits:

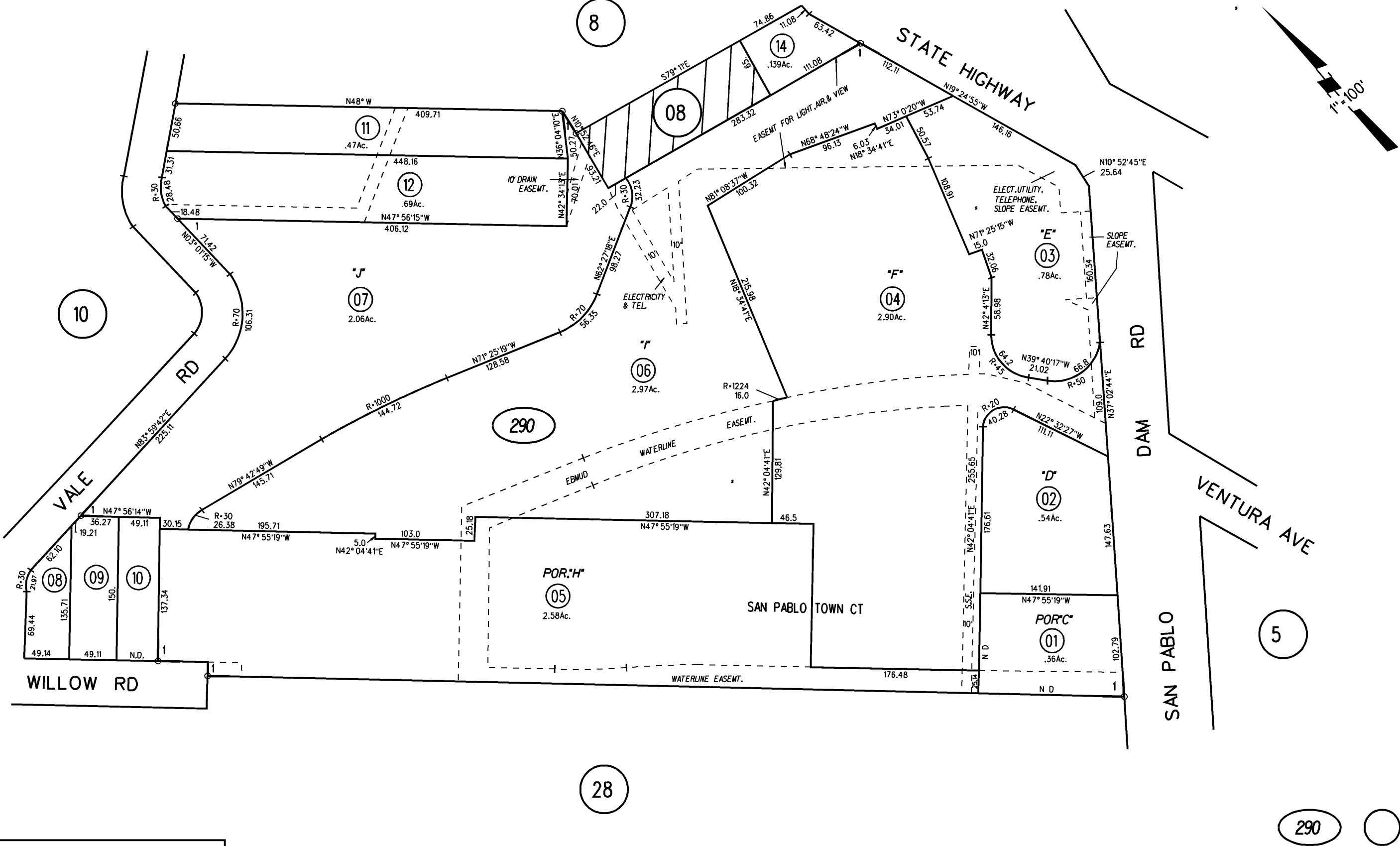
- Exhibit A – Parcel Map
- Exhibit B – Conceptual Sign Design
- Exhibit C – Existing Site Plan



**Exhibit A**

Parcel Map

SUB OF LOT 137 SAN PABLO RANCHO MB 18-435  
1- POR 141PM08 7-13-89



NOTE: THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE INFORMATION DELINEATED HEREON. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL LOT SPLIT OR BUILDING SITE ORDINANCES.

## **Exhibit B**

### Conceptual Sign Design

# SAN PABLO LYTTTON CASINO

## HIGHWAY PYLON/DIGITAL BILLBOARD

YESCO LLC DBA YESCO SIGNS LLC  
SACRAMENTO DIVISION  
875 NATIONAL DR., SUITE 107  
SACRAMENTO, CA 95834  
PHONE: (916) 4198101  
WWW.YESCO.COM  
CA CONTRACTOR LICENSE #980698



Client Name & Address:  
SAN PABLO LYTTON CASINO  
13255 SAN PABLO AVENUE  
SAN PABLO, CA 94806

Project Tracking Number:  
**569902**

Project Name:  
SAN PABLO  
CASINO SIGN  
NEW DESIGN

Account Executive:  
SCOTT  
ZUFELT

Designer:  
EDDY T.  
ARROYO

#### Design Approvals

Checked by:

Creative Director:

Estimating:

Account Executive:

Client:

#### Rev. / Date / Designer

08/06/14 - ETA

08/13/14 - ETA

08/28/14 - ETA

12/12/14 - ETA

12/12/14 - ETA

03/05/15 - DS

06/04/15 - CM

01/13/16 - JC

Description:

COVER PAGE

Classification:

CV-1

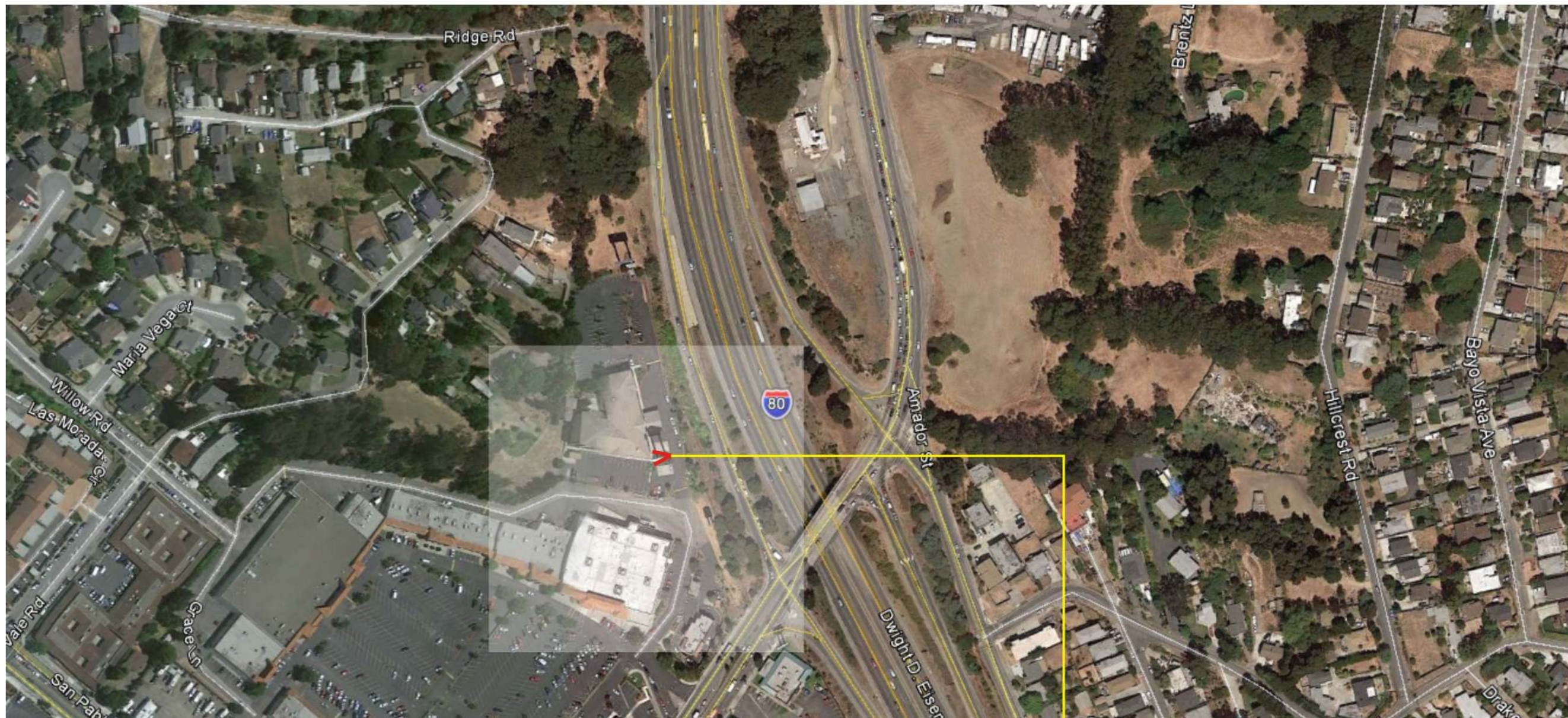
Reference Design:

O.E.M Serial:

Sheet:

0.0





PY-1

YESCO LLC DBA YESCO SIGNS LLC  
SACRAMENTO DIVISION  
875 NATIONAL DR., SUITE 107  
SACRAMENTO, CA 95834  
PHONE: (916) 4198101  
WWW.YESCO.COM  
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12/12/14 - ETA

03/05/15 - DS

06/04/15 - CM

01/13/16 - JC

Description:

**SITE PLAN**

Classification:

**SP-1**

Reference Design:

O.E.M Serial:

Sheet:  
**1.0**





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**EDDY T.  
ARROYO**

**Design Approvals**

Checked by:

Creative Director:

Estimating:

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Client:

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- 12/12/14 - ETA
- 03/05/15 - DS
- 06/04/15 - CM
- 01/13/16 - JC

Description:

**SITE PLAN**

Classification:

**SP-1**

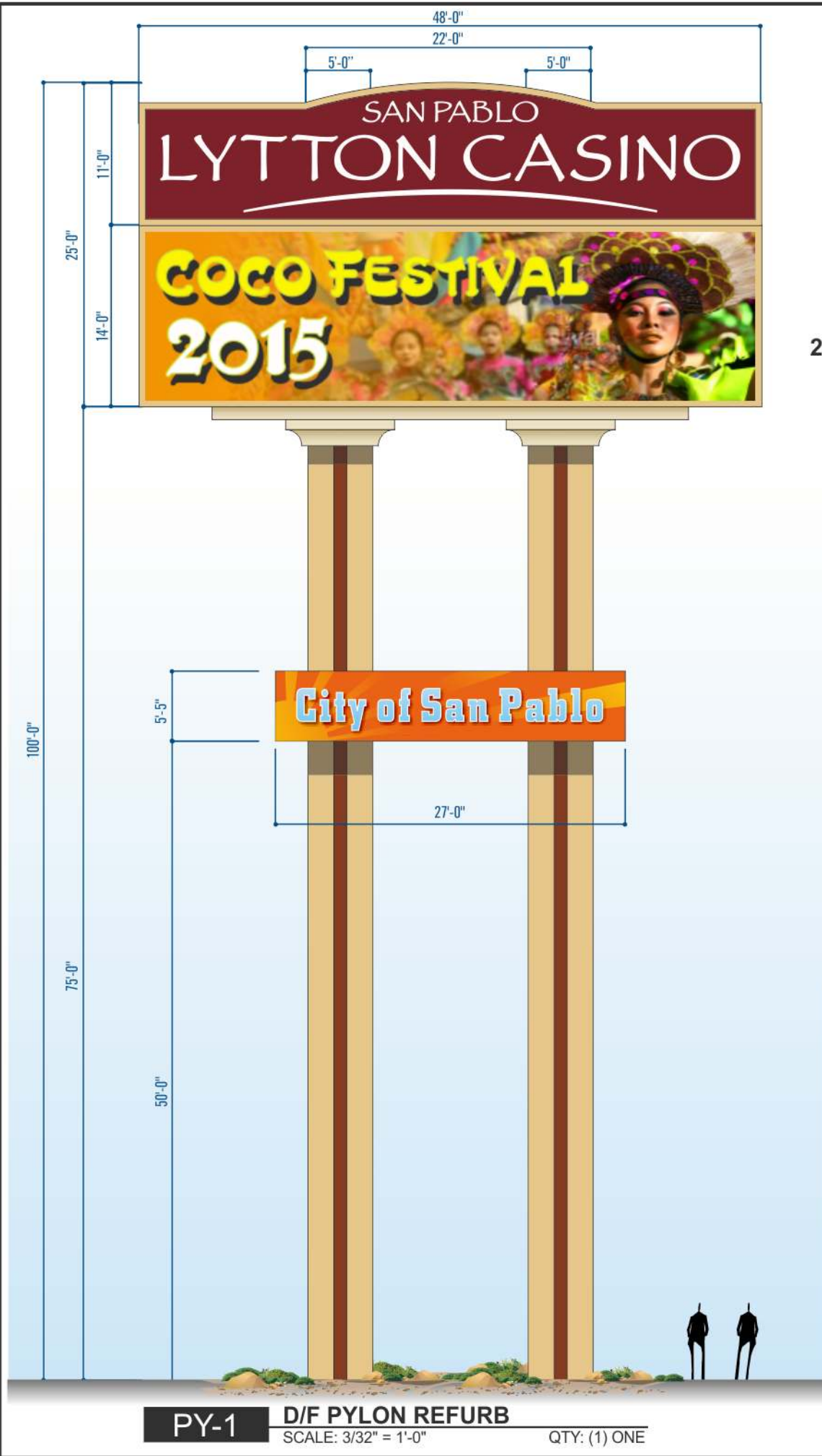
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O.E.M Serial:

Sheet:

**2.0**





25' X 48' = 1200 SQ.FT.

1,270 s.f. (verify)

1,142 s.f.



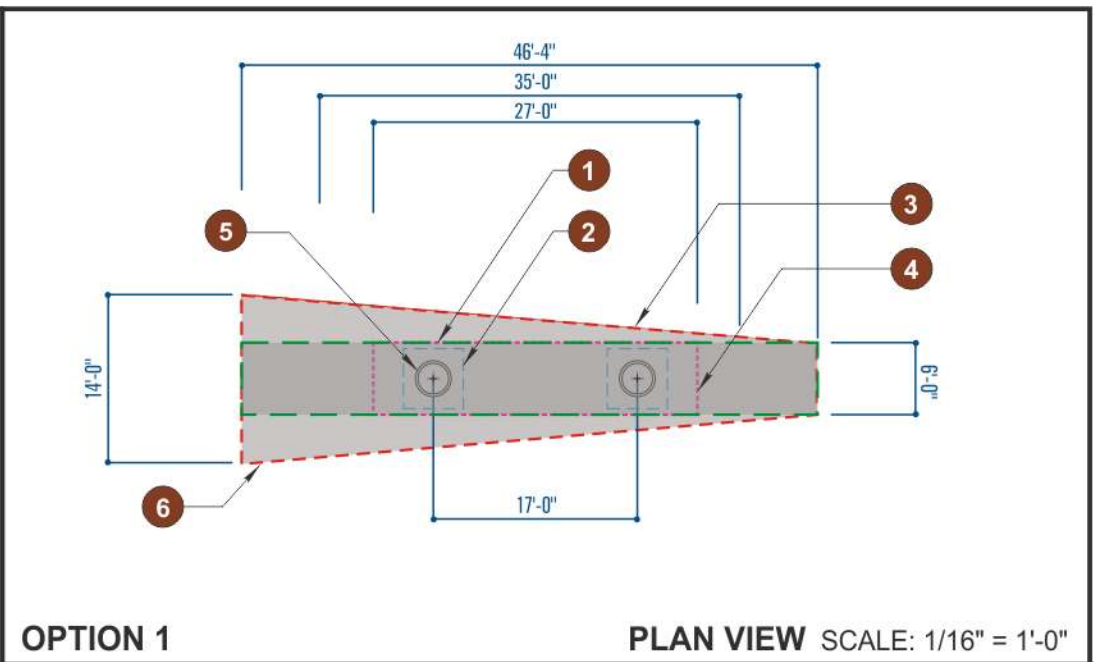
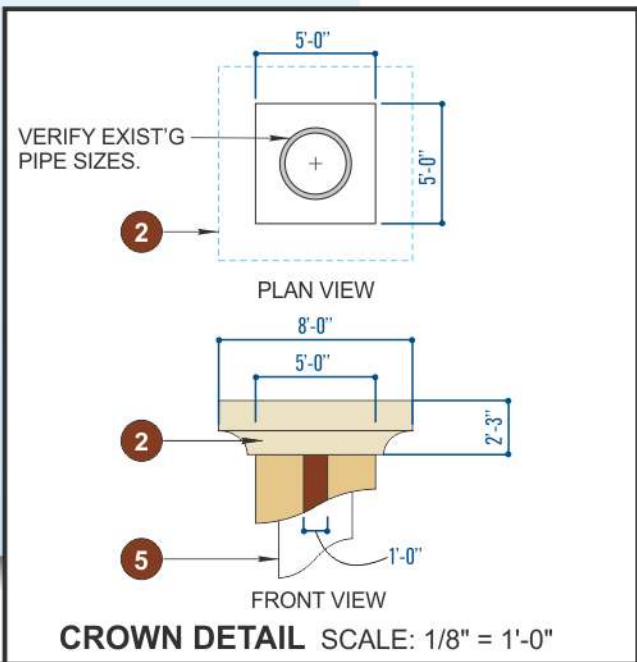
EXISTING PYLON

PHOTO PLACEMENT

SPECIFICATIONS:

- MANF. AND INSTALL (1) D/F ALUMINUM FLEX FACE CABINET W/ 4" RETAINERS, PAINTED TEXTURED FINISH. FLEX FACE W/ DIGITAL PRINTED GRAPHICS. WHITE LED INTERNAL ILLUM. (GREEN BROKEN LINE)
- NEW SHEET METAL COLLARS PAINTED TEXTURED FINISH.
- NEW V-SHAPED LED DISPLAY CABINET (RED BROKEN LINE).
- MANF. AND INSTALL (1) D/F ALUMINUM FLEX FACE CABINET W/BLEED FACE RETAINER, FLEX FACE W/ DIGITAL PRINTED GRAPHICS. WHITE LED INTERNAL ILLUM. (PINK BROKEN LINE)
- EXISTING PIPE TO BE RESIZED (CUT DOWN) AS REQUIRED. PAINT WHITE.

- A. REMOVE EXISTING CABINET.  
B. CUT PIPE DOWN TO RESIZE.



NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

YESCO LLC DBA YESCO SIGNS LLC  
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Project Tracking Number:  
**569902**

Project Name:  
**SAN PABLO CASINO SIGN NEW DESIGN**

Account Executive:  
**SCOTT ZUFELT**

Designer:  
**EDDY T. ARROYO**

Design Approvals

Checked by:

Creative Director:

Estimating:

Account Executive:

Client:

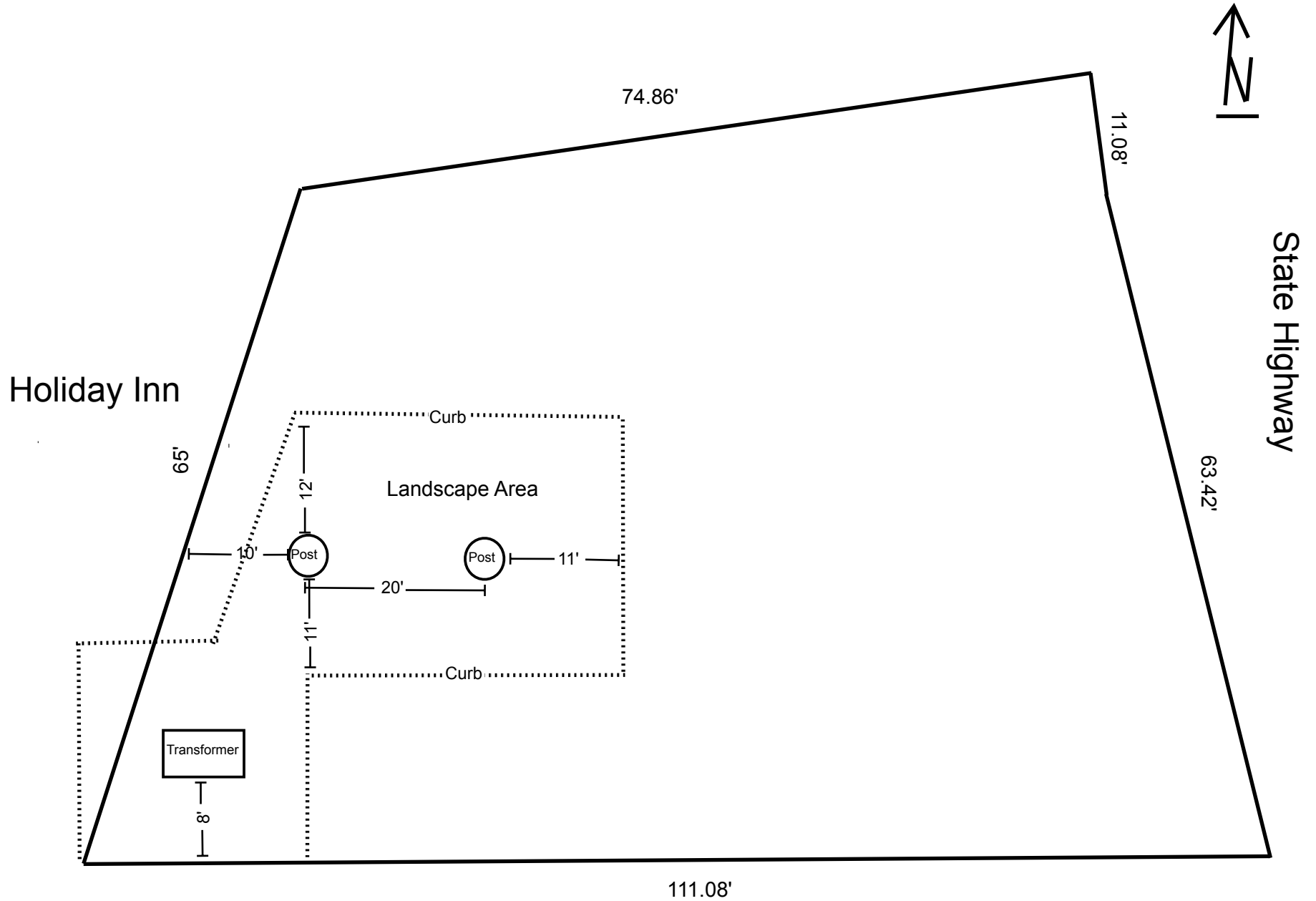
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03/05/15 - DS  
06/04/15 - CM  
01/13/16 - JC  
Description:  
**PYLON SIGN**  
Classification:  
**PY-1**  
Reference Design:  
O.E.M Serial:  
Sheet:  
**4.0**

**Exhibit C**

Existing Site Plan



# Casino Sign Siteplan



*Note: All dimensions are approximate  
January 2, 2016*