

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> Purchase of Digital Rate Boards from A LOT MEDIA for Three City Parking Decks	
<b>FROM:</b> Greg Venable, Transportation Director	<b>MEETING DATE:</b> May 6, 2024
<b>PUBLIC HEARING:</b> N/A	<b>ADVERTISED DATE/BY:</b> N/A
<b>ATTACHMENTS:</b> Sole Source Form A Lot Media Quote	

**PURPOSE:** Purchase of updated digital rate boards to replace outdated rate and car count signage.

**BACKGROUND:** Digital boards from A Lot Media provide digital dynamic rates, car counts in real time, digital messaging/information, and digital and static advertising. These boards have multiple uses but are specifically designed for adding value to parking facilities. This product offers customization and the ability to add an additional revenue stream with advertising that would be a major asset to our parking customers and the city. These rate boards will be installed at all three City of High Point Parking Decks at a total cost of \$51,735. No other vendor offers the ability to combine the car count and rate information with messaging and/or advertising on one digital board. Advertising can also be displayed in a digital static image or as a video that can be played on the screen. These units can play videos from several advertisers in sequence, which only increases revenue potential.

**BUDGET IMPACT:** Funding is available in the FY23/24 budget.

**RECOMMENDATION/ACTION REQUESTED:** Staff recommends approval of the purchase of digital rate boards from A Lot Media at a total cost of \$51,735 for three City owned parking decks and to allow appropriate city staff or officials to execute all necessary documents.



**SOLE SOURCE JUSTIFICATION FORM**

(For Items Costing **\$10,000.00 or More**)  
Statutory Reference N.C.G.S. 143-129(e)6

Requisition #

Vendor:

Item(s):

Justification:

The digital boards that A Lot Media offers provide digital dynamic rates, car counts in real time, digital messaging/information, plus digital and static advertising. These boards have multiple use but are specifically designed for adding value to parking facilities. We searched for other digital rate boards but weren't able to find any with all the capabilities the digital rate boards that A Lot Media offers. These boards provide customization options and the ability to add an additional revenue stream with advertising that would be a major asset to parking and the city.

Estimated expenditure for the above item(s):

Accounting Unit and Account(s):

**CHECK ALL ENTRIES BELOW THAT APPLY TO THE PROPOSED PURCHASE.  
ATTACH A MEMO CONTAINING JUSTIFICATION AND SUPPORT  
DOCUMENTATION.**

- 1.  Performance or price competition for a product are not available.
- 2.  A needed product is available from only one source of supply.
- 3.  Standardization or compatibility is the overriding consideration.
- 4.  The parts/equipment are required from this source to permit standardization.
- 5.  None of the above applies. A detailed explanation and justification for this sole source request is contained in attached memo and support documentation.

The undersigned requests that competitive procurement be waived and that the vendor identified as the supplier of the material or service described in this sole source justification be authorized as a sole source for the material or service.

Department Head/Authorized Personnel  Digitally signed by Greg Venable  
Date: 2024.03.28 08:14:05 -04'00'

Department/Division  Date

APPROVAL PROCESS

Purchasing Manager  Digitally signed by Candy E. Harmon  
Date: 2024.04.17 16:51:04 -04'00'

Financial Services Director  Digitally signed by Bobby Fitzjohn  
Date: 2024.04.18 09:26:05 -04'00'

City Council (\$30,000 – Up)



**A Lot Media**

85 N 3rd St Apt 309  
Brooklyn, NY 11249  
jonah@alotmedia.com



**ADDRESS**

Johnn James  
City of High Point, NC  
120 W Commerce Ave  
PO Box 230  
High Point, NC 27261  
United States

**SHIP TO**

Johnn James  
City of High Point, NC  
120 W Commerce Ave  
PO Box 230  
High Point, NC 27261  
United States

**Estimate 1030**

**DATE 03/07/2024**

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Full Outdoor 65" Wall Mount- ip67</b>	Full Outdoor 65" Wall Mount	2	12,499.00	24,998.00
	<b>Full Outdoor 32" Kiosk</b>	Full Outdoor 32" Kiosk	3	6,999.00	20,997.00
	<b>Annual SaaS Standard</b>	Software Updates Enabled Remote Management Enabled Network Management Enabled  Content Management System (Device Hub) Regional and Location tier log-ins. Store, upload, organize, schedule, and trigger device content.  Customer Support Guaranteed response within 2 business days.  Warranty Standard 12-month warranty from date of delivery.  Asset Creation & Management Services ALM to create, upload, save, schedule, and organize media assets upon initial set up.	5	660.00	3,300.00

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Shipping &amp; Handling</b>	Shipping & Handling	1	2,440.00	2,440.00
		FROM: Maimi, FL TO: High Point, NC			
		Loading Dock Present (Y or N): N Lift Gate (Y or N): Y Inside Delivery (Y or N): Y Schedule Delivery Date & Time (Y or N): N			

- SaaS is billed annually on the purchase anniversary date
- Does NOT include install
- Shipping is an estimate based on attributes indicated

SUBTOTAL	51,735.00
TAX	0.00

<b>TOTAL</b>	<b>\$51,735.00</b>
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Accepted By

Accepted Date