

Discussion, Consideration & Possible Action on Soofa Signs

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City Council Meeting

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Summary

- Question
 - **City Council is being asked to consider purchasing Soofa digital signs to enhance city communication, boost community engagement and improve local economy.**
- Options
 - Recommended:
 1. No change.
 2. Purchase 4 Soofa digital signs at the Ad Sponsorship Supported Level.
 3. Allow purchase of a number designated by City Council.
 - Denial
 - Other – Allow purchase of signs at another level.
- Declaration
 - At the October 13 Parks Commission Meeting the Parks Commission members approved the recommendation of purchasing up to 4 Soofa signs to be placed at the following locations with City Council approval:
 - 2 signs at Raymond Rimkus Park
 - 1 sign at Leon Valley Library
 - 1 sign at City Hall
 - Soof signs provides communication accessibility for all, including those without internet or devices.
 - So that Soofa will enhance wayfinding, welcome visitors, and support local businesses in Leon Valley.



Purpose

- To discuss the possibility of purchasing Soofa signs to be installed at Raymond Rimkus Park, Leon Valley Library, and City Hall.
- To further discuss the location, specifics, and use for such signage.
- To get a consideration and recommendation of purchasing 4 Soofa Signs at the Ad Sponsorship-Supported level.

Background

- Soofa is a women-founded company that offers outdoor advertising with a smart city communication platform.
- Soofa signs are 100% solar-powered with the capability to deliver instantaneous information to the community.
- Soofa apps deliver local content, upcoming community events, emergency information, real-time public transit, polls, social media feeds, and much more.



Background

- Soofa signs are customizable with City branding and wayfinding designs.
- Performance is easily monitored and tracked. You can view minute by minute engagements on SoofaTalk, so municipalities can see how the product is working.
- Soofa offers a maintenance plan that includes sign installation, cleaning, content management, and repairs.



Specs

- **Performance**

- Up to 23 hours operating hours/day
- Sensor-enabled LED overhead light illuminates screen in the dark
- Soofa Operations Team monitor performance metrics remotely

- **Durability**

- Proven seamless operation in extreme temperatures -10 to 100F (From Vegas to Boston)
- Epoxy powder-coating protects from graffiti, rust and corrosion

Introducing a better way
to communicate and bring
people together in your city.

Solar powered

- Solar panel: 65W
- Battery: 24V, 12Ah
- Wireless connectivity

Electronic paper display

- Sixteen shades of grey
- 42" screen size
- High resolution imaging

Beautiful, sturdy design

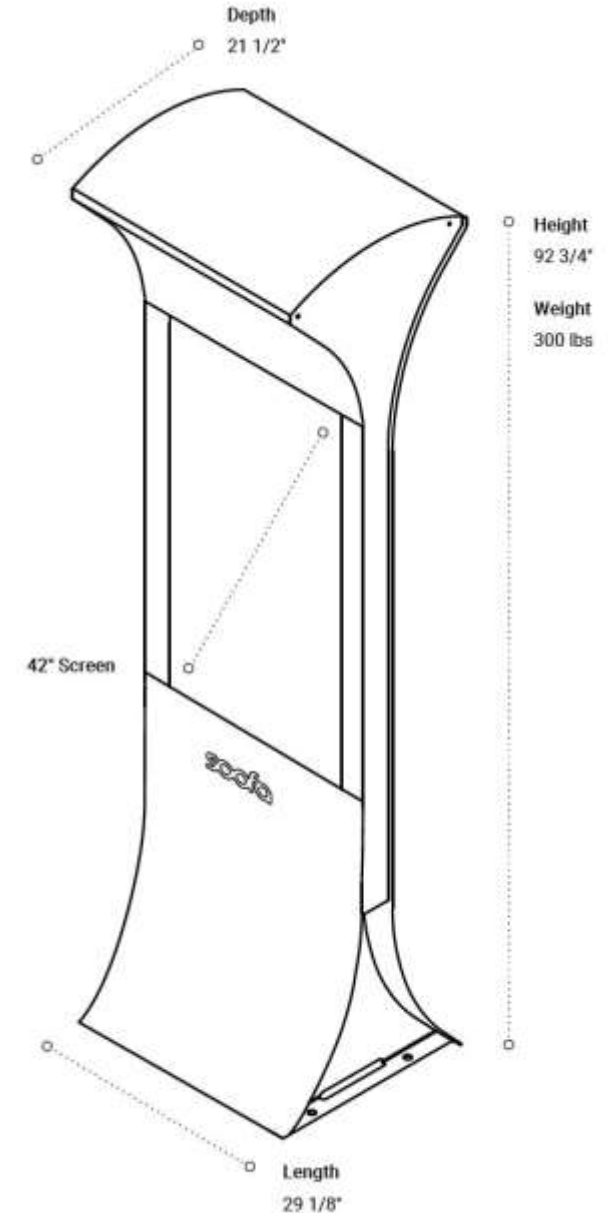
- Structure: steel
- Finish: zinc & polyester powder coated

Simple, four bolt installation

- Suggested anchors (not included):
 - 8" 1/2 dia. threaded rods
 - 1/2" theft proof nuts

Protect your investment




- One year limited warranty included
- Ask for SoofaCare+ for warranty extension



Fiscal Impact

The 100% solar-powered, all-in-one solution for city communication and wayfinding.



Community-branded	Ad-supported	Ad & Sponsorship-supported
Landowner owns the rights to all communication and branding on the Sign. No advertising is allowed.	Cost of the sign is partially subsidized by digital advertising. Landowner owns the rights to the vinyl design.	Cost of the sign is partially subsidized by digital advertising and sponsorship of the vinyl design.
One-Time Cost: \$25,000/sign	One-Time Cost: \$18,000/sign (includes 1 city vinyl)	One-Time Cost: \$16,000/sign
Annual Fee (after year 1): \$6,200/sign	Annual Fee (after year 1): \$6,200/sign	Annual Fee (after year 1): \$2,000/sign
Additional Vinyl Updates: \$1,000/sign	Additional Vinyl Updates: \$1,000/sign	Additional Vinyl Updates: \$1,000/sign
		

Recommendation

- Use ARPA Funding to purchase 4 Soofa signs at the Ad & Sponsorship-supported option.
- Place two signs in Raymond Rimkus Park, one at the Leon Valley Library and another at City Hall.
- City Council discretion.

S.E.E. Statement

Social Equity – The use of Soofa will promote high quality digital real-time news feed for residents and visitors to view and bridges the gap for those without smartphone access.

Economic Development- Soofa signs will exhibit a distinctive and welcoming identity, promote the City's brand, and provides connection to developers, businesses, and residents throughout the community

Environmental Stewardship – Soofa signs are 100% solar-powered

Questions?