



Board Agenda Item #	IV C: Action Item
Date:	June 10, 2021
To:	Magnolia Board of Directors
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Steven Keskindurk, MSA-Santa Ana Principal
RE:	MSA-Santa Ana Street Signage Installation

Proposed Board Motion

I move that the MPS Board of Directors approve the installation of the Street Signage at Magnolia Science Academy school entrance and approve AG Construction as the company to install it.

Introduction

- Magnolia Science Academy Santa Ana wants to install a street sign/ street marquee.

Background

- School Location:
 - MSASA is in need to be able to locate the schools location to the public. Currently, there is a school where we are located.
- Communication:
 - Important Announcements to the Public:
For example, we are doing food and meal distribution to our families, but also to the community every Wednesday (we do reach out to around 1100 families every week). We are trying to reach out to our stakeholders and community using multiple channels, and one of them is the street sign.
 - Important Announcements to the Parents:
With having the street sign, we will be able not only to announce the food and meal distribution, but also some important messages regarding the school, such as reopening dates, but also some important messages related to the public health, like health and safety procedures.

Analysis (If applicable)

- N/A

Budget Implications

- The estimated total cost for the street signage installation is \$29,000.00
- MSASA Parents and community arranged a “Together We Thrive Campaign” fundraising and collected around \$20,000.00 (\$13,000.00 from PTF funds) in December 2020.
- For the remainder of the cost, which is around \$9,000.00, ESSER Funds will be used.

Exhibits (attachments):

- [RFP for MSASA Marquee Sign Installation \(PDF file\)](#)
- [Quotes from 3 vendors](#)

Magnolia Educational & Research Foundation

MSASA Marquee Sign - RFP

Request for Proposals

****RESPONSES DUE by 4:00 p.m., Tuesday, May 18, 2021****

Section 1: Public Notification

1.1 Introduction

Magnolia Educational & Research Foundation (“Magnolia” or “Magnolia Public Schools”) is a 501(c) (3) non-profit public charter school management organization dedicated to establishing and managing high-quality public charter schools in California. Magnolia’s vision is to graduate students who are scientific thinkers that contribute to the global community as socially responsible and educated members of society. Magnolia operates ten (10) public charter schools in Los Angeles, Orange and San Diego Counties.

1.2 Scope of Work

Magnolia Public Schools is requesting bids from qualified companies that have experience in designing, permitting and installing street signs/ street marquees. Magnolia is looking to make the installation at Magnolia Science Academy Santa Ana (MSASA) during the month June 2021.

The project site is located at MSASA’s campus at 2840 W 1st Street, Santa Ana, CA 92703.

The selected Vendor will coordinate and work with Magnolia staff and other parties as needed. The project should be completed during the month of **June 10, 2021**.

The site is flat, has good access with a large staging area immediately adjacent to it.

Additional details are found in Section 3, RFP Response Requirements.

1.3 Requirements

The successful Vendor shall:

- have successful experience working with K-12 schools.
- provide a minimum of three (3) references.

- provide appropriate proof of insurance as directed by Magnolia Public Schools.

Additional details can be found in Section 3.

Section 2: Notice to Vendors

2.1 Submission Method

All bids responses shall be delivered by US Postal Service, common courier (FedEx, UPS), via hand delivery or by email. If a hard copy is submitted, additionally submit a soft copy of the complete RFP response via email in .pdf format to sacar@magnoliapublicschools.org by the due date as listed in section 2.5.

2.2 Responsiveness

Magnolia reserves the right to reject a proposal if the proposal is conditional or incomplete, deemed non-responsive, or if it contains any alterations of form or other irregularities of any kind. Magnolia may reject any or all proposals or waive any immaterial deviation in a proposal. Magnolia's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the Vendor from full compliance with all other requirements if awarded the contract.

A proposal is considered responsive if it follows the required format and meets all deadlines and other requirements outlined in this RFP.

2.3 Negotiations

Magnolia reserves the right to further negotiate with selected Vendors regarding pricing and fee structures. All information included in a Proposal may be incorporated, at Magnolia's sole option, into the contract. Magnolia reserves the right to negotiate final terms and conditions of the contract, which may differ from those contained in the Proposal, provided Magnolia considers such negotiation to be in its best interest and the changes in the terms and conditions must not create a material change to the original terms released in the RFP.

2.4 Form of Contract

Each successful Bidder shall be required to enter into a contract in the form prescribed or agreed to by Magnolia. The contract shall be valid from its execution through the completion of the scope of work.

2.5 Timeline

All responses are due by **4:00 p.m., Tuesday, May 18, 2021**. Submittals received after the due date and time will not be considered.

Section 3: RFP Response Requirements

3.1 Scope of Work-Deliverables

All responses to the RFP shall contain the services to be provided by Vendor including procurement, selection, improvement, delivery and installation of the sign, and all necessary supplies to complete the same.

3.2 Response Requirements

The proposal shall contain:

- An itemized breakdown of the fees
- A project schedule, specifying procurement, delivery and installation schedule—start and end dates and duration.
- Vendor Qualifications and Experience: Provide a minimum of three (3) references, including,
 - (a) name and scope of the project
 - (b) client name and contact information
 - (c) contract amount
- Qualifications and Experience of Key Personnel: Identify the person(s) that will be principally responsible for working with the MPS and leading this engagement.
- Provide Insurance Coverage Details

3.3 Evaluation of Proposals and Recommendation

All RFP responses will be evaluated by a committee of Magnolia home office staff including the following individuals:

- Mr. Suat Acar, Chief Operating Officer
- Mr. Serdar Orazov, Chief Financial Officer
- Mr. Steven Keskindurk, Principal for MSASA
- Mr. Patrick Ontiveros, General Counsel & Director of Facilities

Overall responsiveness and representations made within the RFP, as well as your firm's ability to connect with the MPS team are important factors in the overall evaluation process. MPS will select a firm that has the highest suitability for the work with MPS.

**Preference will be given to Vendors who have the proven ability to deliver ADA compliant projects within educational institutions in a timely fashion and have demonstrated experience working on aggressive schedules by working collaboratively in a team environment.

3.4 Award

Magnolia reserves the right to reject any and all proposals; to waive any informality in the proposal process; and to accept the proposal that appears to be in its best interests. The contract award will be **announced on or about Friday, May 21, 2021.**

4. Questions

Please feel free to direct questions to Patrick Ontiveros by email as shown below.

Patrick Ontiveros, General Counsel & Director of Facilities
c/o Magnolia Education & Research Foundation
250 E 1st Street, Suite 1500
Los Angeles, CA 90012
pontiveros@magnoliapublicschools.org

5. Submission

All proposals are due **no later than by 4:00 p.m., Tuesday, May 18, 2021.** Please deliver proposals to Suat Acar via hard copy, hand delivery or by email as indicated below:

Mr. Suat Acar, Chief Operating Officer
c/o Magnolia Education & Research Foundation
250 E 1st Street, Suite 1500
Los Angeles, CA 90012
sacar@magnoliapublicschools.org

AG CONSTRUCTION

18960 Ventura Blvd. #211

Tarzana, CA 91356

Tel. No. (818)963-1683

Fax No. (818)344-1850

License No. 706172

Email: agconstruction18@gmail.com

AG CONSTRUCTION**PROPOSAL**

This proposal is submitted to:	Project Address:	2021-94
Steven Kesinturk 2840 W 1st st Santa ana ,Ca 92703	MSA Santa Ana ,CA Santa Ana ,Ca	

DESCRIPTION	AMOUNT
05/25/21	
1) Permit Obtainment -include two trips for sign permit \$150 per hour for additional required trip.	\$ 2,400.00
2) Manufacture and install (1) D/F internally <u>illuminated Marquee sign with digital message board</u> Foundation included	\$ 27,480.00
* <u>Permit fees excluded</u>	
Total Amount	\$ 29,880.00

All the above work to be completed in a substantial and workmanlike manner according to standard practice.

AG Construction



6500 Flotilla St.
 Commerce, California, 90040
 888-315-7446
 www.megasigninc.com

QUOTE

2707169000074131070
 May 19, 2021 11:52 AM

Prepared For	Magnolia Science Academy-SA Alfonso Bueno abueno@magnoliapublicschools.org	Ship To	Magnolia Science Academy- SA
Project Name	Alpha Series 59 10mm DF	Santa Ana	California
Amount	\$ 27,103.46	92703	
Quote Valid For	30 Days		
Sales Person	David Park 888-315-7446 david@megasigninc.com		

Product Details	Quantity
<p>ALP-59-DF 5' x 9' Alpha All-in-one Lighted Identification Cabinet with LED Display Double Face</p> <p>The Alpha Series was brought to life with the intention of providing the best quality sign at fair and honest price. Alpha Series is designed to eliminate the costs associated with bloated and inefficient supply chains and pass the savings direct to client. High prices don't always mean high quality. Alpha Series offer amazing quality products at great prices.</p> <p>All-in-one cabinet with lighted identification sign with LED Display. All Aluminum cabinet construction with powered coated to withstand extreme weather conditions, UV coated Lexan, efficient LED lighting, temperature-controlled cabinet, and finally, pair it with available LED sign sizes.</p>	1
<p>MP10-28-SMD Premier Full Color LED Display 10mm 2' 3-1/4" x 8' 6-3/4" Pixel Matrix 64x256</p> <p>Premier Series outdoor LED displays feature all aluminum cabinets made right here in the USA. Toll Free Lifetime Diagnostics Support and 5 Year Parts & Factory Labor Warranty, 160 degree viewing angle LEDs on our IP65 Rated front and back water proof modules, Front Serviceable cabinets, Universally Sized Modules to allow easy future upgradability, Conformal Coated Delta Power Supplies, Oversized , Energy Efficient, Operating temperature -22F to 140F. MET Labs Certified and tested compliant with UL48, UL8750, UL1433</p> <p>Display Specification Series: Premier Total Dimension (ft): 2' 3-1/4" x 8' 6-3/4" Active Viewing Area (ft): 2' 1-1/4" x 8' 4-3/4" Pixel Pitch: 10mm Color Capability: 281 Trillion Colors Pixel Matrix: 64x256 Pixel Configuration: All-in-one SMD 1 Red / 1 Green / 1 Blue Brightness: 8,500 NITS Viewing Angle: 170 Degree Horizontal / 160V Degree Vertical Minimum Character Height: 2 3/4 inch Maximum Character Height: 24 inch Maximum Lines: 8 Estimated Weight: 196.608 lbs Maintenance: Front Service</p> <p>Electrical Requirement Per Face Regular Operating Watts: 442 Maximum Boot-up Watts: 1475 Max Amps @120V: 12.3 Max Amps @240V: 6.1 Estimated Monthly Electricity Cost: \$26 *Estimated @ Operating 18hrs / Day @ \$.11/kWH</p>	2

Product Details	Quantity
<p>Mega Cloud Software</p> <p>MEGA Cloud true cloud-based LED Sign software, and there is not software to install. Access Your Digital Signage from any Internet-Connected Device (PC, Mac, or Mobile). No Worries with Automatic Updates and Easy Access! Our service resides on the internet, or “in the cloud.” This allows clients to securely login from any PC, Mac, or mobile device connected to the internet to operate their display. Updates to the system are fully automatic and new features are available immediately. Your Content is Safe and Secure. All content and schedules are securely stored in the client's online library and backed up daily to make sure they have access to their content 24/7. Easy User Management with a Multi-User Permission-based System. Clients have complete control over their display network. For example, a master account user can assign multiple people to make graphic requests, but restrict access to manage the display schedule or other features. MEGA Cloud offers a wide set of powerful features designed to empower professional digital signage. With thousands of customers all around the world, we have everything you need to take your signage operation to the next level.</p>	1
<p>Auto Dimming Sensor</p> <p>Auto dimming sensor will automatically adjust the LED Display brightness based on ambient light.</p>	1
<p>Wifi - Extended Range</p> <p>Advanced 2.4 GHz Wireless Communication System designed and built for severe weather conditions. Enables fast, wireless transmission of data files and content seamlessly to your LED display at distances up to 1,000 feet apart with line of sight. Protects your important files and LED display messages from outside interference or tampering. Communication is done via tried and tested TCPIP communication with WPA/PSK Security Encryption. - Outdoor access point antenna included - Outdoor sign antenna included - Mounting hardware included.</p>	1
<p>Pedestal 24" x 84" - 120mph</p>	1
<p>Install - Alpha Installation & Setup - w/ Foundation</p> <p>Professional installation of Alpha Series LED Display. Professional Installation and Configuration of LED Display(s) listed in this agreement. *Electrical run up to base of the sign is the responsibility of the sign owner, please see MEGA LED Electrical Requirements and Installation document. In certain and rare circumstances, installation quotes may vary based on site specific conditions determined at time of physical site inspection. Please see Terms & Conditions Document listed in this proposal.</p> <p>Services Include:</p> <ul style="list-style-type: none"> - Physical Site Inspection - Pour Foundation specified by engineering drawing - Unpacking of LED displays - Bracket fabrication for mounting - Leveling and fastening to structure(s) - Proper grounding - Final connection to client provided electrical within 5 ft. of structure - Junction box with Seal-Tite conduit to displays - Final inspection for proper operation 	1
<p>Permit - Will Pull On-Premise(Up to 100 Sq Ft)</p> <p>Permit - MEGA LED Signs will Pull Local Sign Permits for a sign structure up to 100 Sq Ft. for on premise use. Services Include: - Physical Site Survey - Document Gathering - Site Map Drawing - Engineering Drawings - Permit Form Completion - Actual Cost of Permit from governing agency with jurisdiction to be billed to client once fees in addition are accessed Agreement is contingent upon MEGA LED acquiring a sign permit from governing agency with jurisdiction over sign location. In the event the permit is denied, the client is under no obligation to fulfill this agreement. The permit & engineering acquisition fee is non-refundable.</p>	1

Sub Total

\$ 33,286.00

Sales Tax	\$ 873.46
Discount	- \$ 7,056.00
Grand Total	\$ 27,103.46

Terms & Conditions

This Agreement is expressly limited to the acceptance by the Buyer of the exact listed terms and Buyer acknowledges that discussions and negotiations have occurred leading up to this agreement. Furthermore, neither party hereafter will rely on any oral representations made outside of the stated terms of this Agreement, which includes the "Standard Terms and Conditions" link below. Applicable sales tax in the State of California; will be accessed at the time of billing and may not be represented on this quotation. If you are a tax exempt entity, please provide proof so you are not charged tax in error. <https://www.megasigninc.com/docs/termsOfSales.pdf>

To complete the order sign here, initial previous pages, and return all signed and initial pages.

Printed Name: _____
Signature: _____
Date: _____

Reference #: 141024
 Date: 5/19/21
 Sketch #: 1

Sign Specifications

20MM 36X120 Matrix

LED Model: *Infinity Mod*

Cabinet: 2' 4" H x 7' 11" W

Viewing Area: 2' 4" H x 7' 11" W

ID Cabinet: 2' H x 7' 11" W

Sign Leg: 3' 5"

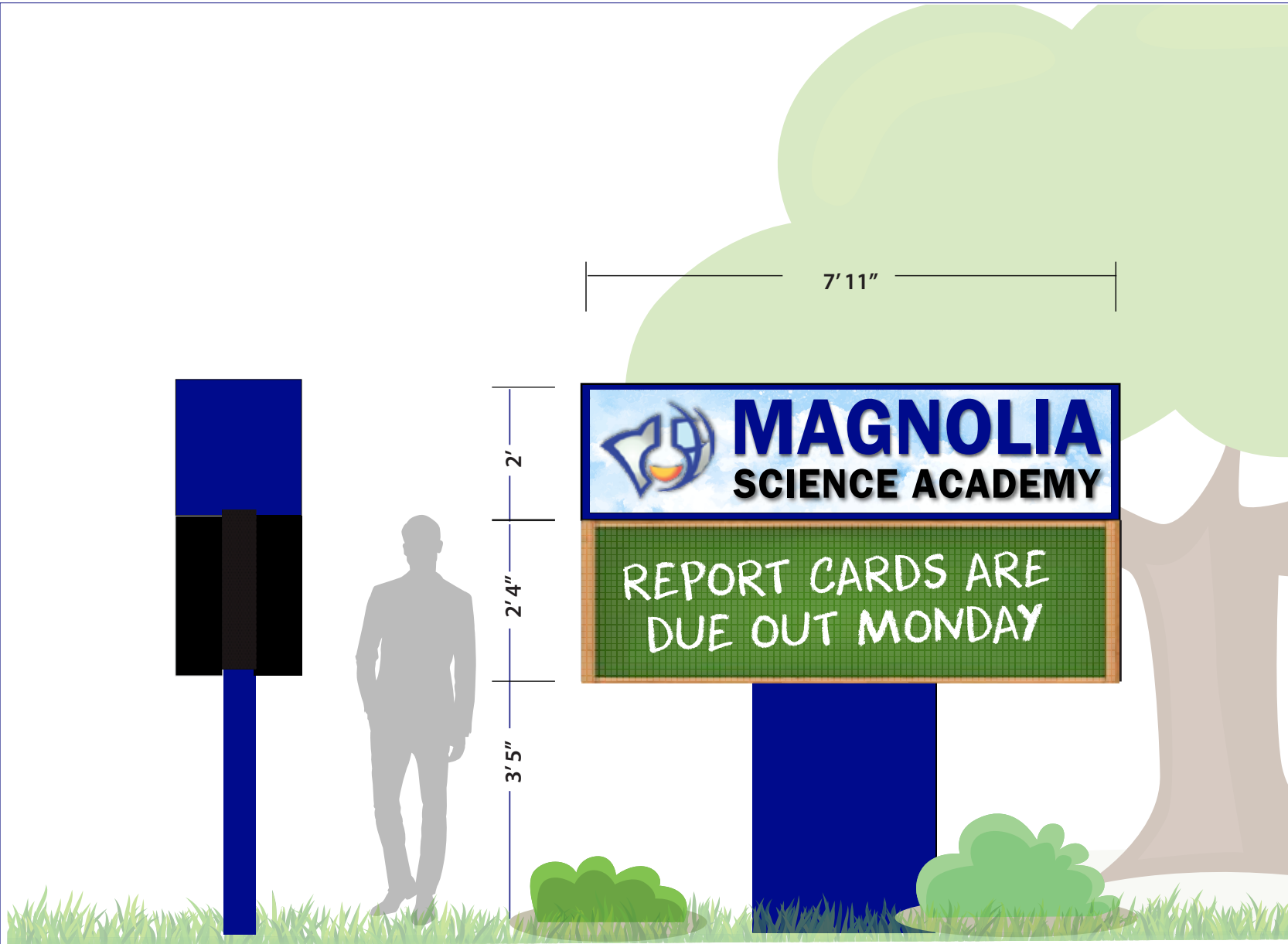
LED Sign Display Capabilities

	20	36	120
# of Lines			
Character Size (in)			
4	6.3	20	
3	8.7	12	
2	13.4	9	
1	27.6	4	

The images in this rendering may be of insufficient quality for the manufacturing process. High resolution graphics are required for final production.

This colored sketch is provided as an example of color. There is no exact match between ink and paint. Signs Plus does not guarantee such.

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Color Detail

Cabinet/Leg: ■ PMS2738C | Sign Face: D Digital Print | ID Letters: ■ 480B Black PMS2738C | Draft: None | Mascot Colors: D Digital Print

Approved

Name: _____

Signature: _____

Date: _____



NEW IDEAS - NEW TECHNOLOGY, INC.

4242 McIntosh Ln , Sarasota, Florida 34232
 t. 800-848-4262 f. 941-378-4062

QUOTE

Number 141024_20MM36X120DF-01

Date May 19, 2021

Sold To
Magnolia Science Academy 2840 W 1st Street Santa Ana, CA 92703

Ship To
Magnolia Science Academy 2840 W 1st Street Santa Ana CA 92703

Salesperson	P.O. Number	Ship Via	Terms
Colleen			

Line	Qty	Description	Unit Price	Ext. Price
1		20MM Full color LED signs with ID Cabinet and leg 20MM Full Color LED Sign LED Pixel Matrix 36 x 120 Single/Double Faced DF Pixel Pitch: 20MM Model: INFMOD 120 Volts - Max Amps: 14.4 LED Cabinet Dimensions: 2'- 4 6/16' H X 7'- 10 8/16' W Active Viewing Area: 2'- 4 6/16' H X 7'- 10 8/16' W Specifications <ul style="list-style-type: none"> »» LEDs/Pixel (3) 1R-1G-1B »» Color Processing: 16-bit Grayscale »» Color Palette: 281 triliion colors »» Viewability: 140 degrees horizontal / 70 vertical »» Graphic Capability: text, animations, video & picture »» Display Dimming: 100 levels »» Video Frame Rate: 60 frames per second »» Average LED Life: 100,000 hrs »» Cabinet Construction: Extruded aluminum »» Weatherproofing (Front/Rear): IP65 / IP54 »» Manufacturing Quality Standard: ISO 9001 »» Compliance: FCC Part 15 / ETL / UL48 2' X 7'-10" Identification Cabinet, Double Face Web-based, cloud hosting software. Cell data modem with lifetime prepaid data service 3' 6" height, base plates and anchor bolts, c wrap	\$18,786.00	\$18,786.00

Installation	Sub Total	\$18,786.00
<i>Installation by others/customer - Not provided by Signs Plus</i>	Sales Tax	\$1,737.71
	Shipping	\$1,018.00
	Total	\$21,541.71

Special Instructions

Identification Cabinet with Polycarbonate Faces:
 Lifetime vandalism warranty on Polycarbonate Faces.
 Lifetime workmanship warranty on entire Identification Cabinet,
 Lifetime workmanship warranty on Electrical Components.
 LIFETIME LABOR WARRANTY on Electrical Components

LED Sign Warranty
 5 Year manufacturer's advanced replacement parts warranty
 Lifetime technical support
 Lifetime FREE software training and support
 10 years parts availability guarantee

Refer to Signs Plus Warranty Statement for complete details.

Payment Terms

Authorized purchase order accepted to process order. Payment of entire invoice amount is due 10 days from the sign(s) ship date.

Sign Installation & Permits

Unless otherwise indicated in Special Instructions and the Buyer approved Sign Installation Agreement, sign permits, footers, sign erection, electrical service, electrical connection and planters or other decorative masonry or other structures are the responsibilities of the buyer. Signs Plus furnishes engineered footer drawings when applicable.

Delivery

The freight company will call your designated contact 24 hours in advance to schedule delivery. Being unprepared or unavailable to accept delivery at the scheduled time may result in additional charges for a second delivery. Requests for a delivery vehicle with a lift gate must be made in advance and additional charges may be incurred.

LED Communications Detail

Customer acknowledges that in order for the above LED board to communicate via a cell modem, data subscription is required. Signs Plus is providing the cell modem and cellular service for the expected life of the LED signs. As the owner or operator of the LED signs, you understand communication to the signs is dependent on maintaining this service.

Condition of Sale

Unless otherwise stipulated in Payment Terms the balance is due prior to shipment. All prices quoted are cash prices.

Signs Plus makes no expressed or implied warranties whatsoever with respect to the equipment and goods being purchased, including, but not limited to, the implied warranties of merchantability and fitness except those stated in warranties set forth in the written Signs Plus Warranty. We reserve the right to modify our designs and manufacturing process to improve the quality, value and/or safety of our signs. Each sign is individually designed per customer specifications. Cancellation at any stage will incur charges. These charges may exceed your deposit. Change orders will incur charges. Additional charges will be incurred when (1) rock or utilities are encountered during an installation by a Signs Plus agent; (2) site specific engineered prints and/or changes to standard sign engineering are required.

Except by prior agreement, Signs Plus or its agents will select the freight carrier to deliver the above described property. By law title to the property passes to the buyer upon delivery to the freight carrier. Loss or damage to the goods once in the possession of the freight carrier is the responsibility of the buyer and the freight carrier. Buyer accepts responsibility of unloading the sign at the "ship to address" listed on the Signs Plus contract, unless otherwise arranged through Signs Plus prior to the ship date. In the event legal proceedings become necessary to recover sums due under this contract, the venue of those proceedings will be Sarasota County, Florida. The offending party will pay all costs including attorneys' fees. Failure to meet the terms of this contract will invalidate your warranty.

Credit Card Purchases: Deposits will be processed the day the order is received. Requests for balance to be charged to a credit card

Approval / Authorization

AUTHORIZED SIGNATURE *I have read and agree to Terms and Conditions of Sale on page 2 of this Contract*

Title: _____ **Date:** _____

A FAXED OR EMAILED SIGNATURE IS BINDING UPON BOTH PARTIES